

A3385-3.4 U

FAS-FAX:

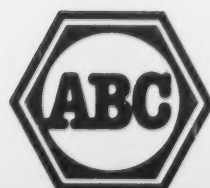
**United States and
Canadian Periodicals**

5/87

*Circulation averages
for six months ended
December 31, 1986*

Magazines,
Farm Publications,
Business Publications,
and Religious Publications

Preliminary figures subject to audit as filed with:



Audit Bureau of Circulations

900 North Meacham Road, Schaumburg, Illinois 60173-4968

INFORMATION FOR THE USERS OF THIS REPORT

FAS-FAX for ABC Periodicals is divided into four sections: Magazines, Business Publications, Farm Publications and Religious Publications. Each section is color coded for easy identification and includes separate listings of U.S. and Canadian publications.

As in the case of all data filed with ABC, the figures are subjected to confirmation by regularly scheduled audits. If there is a difference of 5% or more between the publisher's figures and the auditor's findings, then the comparison figures shown in FAS-FAX are adjusted to the auditor's findings. Additional detailed information for each listed publication is contained in its Publisher's Statement and Audit Report.

@ Indicates that the comparison figures have been adjusted to the auditor's findings.

"Publisher's Statement Not Filed By Press Time" indicates that the Publisher's Statement has not been filed prior to the closing date of this issue of FAS-FAX.

Farm Publications report an analysis of one issue by state or province. This is followed by a similar breakdown of those demographic editions reported in the Publisher's Statements.

Business Publications reporting on the Optional Paid Circulation (Ivory) Form and Request and Paid Circulation (Gray) Form report an analysis of nonpaid circulation to field served.

Religious Publications reporting on the Congregation-Wide Plan are identified with a cross-hatch symbol.

ABC welcomes your comments and suggestions concerning this report.

Copyright© 1987 by Audit Bureau of Circulations. All rights reserved except that permission is hereby granted to reproduce excerpts if following credit line is included.

Source: Audit Bureau of Circulations,
FAS-FAX Report - December 31, 1986.

ABC Magazines
United States & Canada

let your figures do the talking!

ABC's DATA BANK turns a wealth of circulation information into helpful media planning reports. Your specific marketing areas can be matched against circulation figures of major newspapers and magazines.

To learn more about how DATA BANK can help, send for the DATA BANK INFORMATION PORTFOLIO including detailed CASE STUDIES.



Audit Bureau of Circulations

For your FREE portfolio, write or call: Ms. Lisa Salems, Audit Bureau of Circulations, 900 N. Meacham Rd., Schaumburg, IL 60195. Telephone: 312-885-0910.

Providing information to make better media decisions

[illegible]

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/86			AVERAGES FOR SIX MONTHS ENDED 12/31/85			% OF INCREASE OR DECREASE		
			SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID	SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID	SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID
U.S.											
ADVENTURE ROAD	3	.50	1,569,951		1,569,951	1,548,172		1,548,172	+1.4		+1.4
THE ADVOCATE			UNDER TEMPORARY SUSPENSION OF SERVICE								
AIR FORCE TIMES	26	1.75	81,813	9,567	91,380	89,850	9,490	99,340	-8.9	+0.8	-8.0
THE AOPA PILOT	6	2.00	256,947		256,947	260,815		260,815	-1.5		-1.5
ALASKA, THE MAGAZINE OF LIFE ON THE LAST FRONTIER	6	2.00	135,382	34,813	170,195	117,520	38,100	155,620	+15.2	-8.6	+9.4
ALOHA, THE MAGAZINE OF HAWAII AND THE PACIFIC	3	3.50	47,650	9,580	57,230	49,044	12,286	61,330	-2.8	-22.0	-6.7
AMERICAN ARTIST	6	2.25	146,416	16,768	163,184	147,703	16,560	164,263	-0.9	+1.3	-0.7
ABC NETWORK GROUP			1,333,862	292,305	1,626,167	1,442,438	351,683	1,794,121	-7.5	-16.9	-9.4
AMERICAN DEMOGRAPHICS	6	6.00	19,824		19,824	12,696		12,696	+56.1		+56.1
AMERICAN FILM	5	2.50	114,973	10,103	125,076	125,913	9,646	135,559	-8.7	+4.7	-7.7
AMERICAN HANDGUNNER	3	2.50	96,489	45,141	141,630	115,011	51,011	166,022	-16.1	-11.5	-14.7
AMERICAN HEALTH-FITNESS OF BODY AND MIND	5	2.00	727,108	68,128	795,236	729,985	62,866	792,851	-0.4	+8.4	+0.3
AMERICAN HERITAGE	3	4.00	165,948	10,414	176,362	138,401	8,471	146,872	+19.9	+22.9	+20.1
THE AMERICAN HUNTER	6	2.00	1,412,723		1,412,723	1,489,566		1,489,566	-5.2		-5.2
THE AMERICAN LEGION MAGAZINE	6	1.50	2,648,627		2,648,627	2,586,199		2,586,199	+2.4		+2.4
AMERICAN MOTORCYCLIST	6	1.25	119,690		119,690	115,294		115,294	+3.8		+3.8
AMERICAN PHOTOGRAPHER	6	2.50	219,007	32,611	251,618	223,860	37,385	261,245	-2.2	-12.8	-3.7
THE AMERICAN RIFLEMAN	6	2.00	1,362,225		1,362,225	1,453,410		1,453,410	-6.3		-6.3
AMERICAN SCIENTIST	3	4.17	120,393	627	121,020	120,986	538	121,524	-0.5	+16.5	-0.4
THE AMERICAN SPECTATOR	6	2.00	36,933	1,906	38,839	39,751	2,019	41,770	-7.1	-5.6	-7.0
AMERICAN WEST	3	3.00	111,472	4,053	115,525	125,628	3,701	129,329	-11.3	+9.5	-10.7
AMERICANA	3	2.50	320,609	10,114	330,723	382,551	15,598	398,149	-16.2	-35.2	-16.9

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/86			AVERAGES FOR SIX MONTHS ENDED 12/31/85			% OF INCREASE OR DECREASE SUB- SCRIP- TIONS		
			SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID	SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID	TOTAL PAID	TOTAL PAID	TOTAL PAID
ANALOG SCIENCE FICTION/SCIENCE FACT	7	2.00	78,247	19,626	97,873	75,829	21,000	96,829	+3.2	-6.5	+1.1
ARCHAEOLOGY MAGAZINE	3	3.95	82,797	7,230	90,027	78,892	5,465	84,357	+4.9	+32.3	+6.7
ARCHITECTURAL DIGEST	6	4.50	518,319	96,804	615,123	505,099	95,659	600,758	+2.6	+1.2	+2.4
ARKANSAS TIMES MAGAZINE	6	1.75	27,696	3,586	31,282	27,056	4,224	31,280	+2.4	-15.1	+0.0
ARMY TIMES	26	1.75	116,888	16,720	133,608	120,744	17,882	138,626	-3.2	-6.5	-3.6
ARMY TIMES, NAVY TIMES, AIR FORCE TIMES COMBINED STATEMENT			275,329	33,899	309,228	292,456	35,287	327,743	-5.9	-3.9	-5.6
ART & ANTIQUES	4	4.75	97,362	12,401	109,763	73,632	2,060	75,692	+32.2	+502.0	+45.0
ART IN AMERICA	6	4.75	47,873	9,891	57,764	45,863	10,174	56,037	+4.4	-2.8	+3.1
THE ARTIST'S MAGAZINE	6	2.00	163,768	18,442	182,210	150,206	15,395	165,601	+9.0	+19.8	+10.0
ARTNEWS	5	4.50	61,446	10,837	72,283	61,413	10,599	72,012	+0.1	+2.2	+0.4
ASTRONOMY	6	2.00	128,543	45,909	174,452	106,725	51,046	157,771	+20.4	-10.1	+10.6
ATHLETIC JOURNAL	5	.60	36,888		36,888	34,000		34,000	+8.5		+8.5
ATLANTA MAGAZINE	6	1.95	52,672	6,017	58,689	48,896	9,361	58,257	+7.7	-35.7	+0.7
THE ATLANTIC MONTHLY	6	2.00	404,346	50,099	454,445	421,259	43,967	465,226	-4.0	+13.9	-2.3
ATTENZIONE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
AUDIO	6	2.25	106,906	45,803	152,709	113,602	45,419	159,021	-5.9	+0.8	-4.0
AUDUBON	3	3.00	394,869	9,826	404,695	376,080	5,820	381,900	+5.0	+68.8	+6.0
AUTOWEEK	26	1.25	172,239	3,584	175,823	158,514	2,597	161,111	+8.7	+38.0	+9.1
BACKPACKER	3	2.95	140,206	34,867	175,073	140,387	34,753	175,140	-0.1	+0.3	+0.0
BALTIMORE MAGAZINE	6	1.75	48,967	7,754	56,721	46,392	6,970	53,362	+5.6	+11.2	+6.3
BARRON'S NATIONAL BUSINESS & FINANCIAL WEEKLY	26	1.75	150,735	129,635	280,370	147,687	105,627	253,314	+2.1	+22.7	+10.7
BASEBALL DIGEST	6	1.75	231,974	21,585	253,559	212,724	23,328	236,052	+9.0	-7.5	+7.4
BASSIN'	3	1.95	200,412	26,000	226,412	183,529	27,333	210,862	+9.2	-4.9	+7.4
BASSMASTER MAGAZINE	4	2.00	472,435	9,616	482,051	401,759	7,928	409,687	+17.6	+21.3	+17.7

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/86			AVERAGES FOR SIX MONTHS ENDED 12/31/85			% OF INCREASE OR DECREASE SUB- SINGLE SCRIP- COPY TIONS SALES TOTAL		
			SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID	SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID	TIONS	SALES	PAID
BEAUTY DIGEST			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
BETTER HOMES AND GARDENS	6	1.50	7,520,584	571,167	8,091,751	7,454,139	605,926	8,060,065	+0.9	-5.7	+0.4
BICYCLE RIDER	4	1.95	28,918	23,334	52,252						
BICYCLING	4	2.50	179,044	84,081	263,125	169,168	78,692	247,860	+5.8	+6.8	+6.2
BLACK ENTERPRISE	6	1.95	226,358	10,047	236,405	214,690	14,055	228,745	+5.4	-28.5	+3.3
THE BLOOD-HORSE	26	2.25	20,559	1,091	21,650	21,124	1,210	22,334	-2.7	-9.8	-3.1
BOATING	6	2.75	142,858	47,237	190,095	142,413	48,428	190,841	+0.3	-2.5	-0.4
BON APPETIT	6	2.50	1,209,769	131,278	1,341,047	1,147,973	152,861	1,300,834	+5.4	-14.1	+3.1
BOP			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
BOSTON MAGAZINE	6	1.95	100,842	28,406	129,248	104,976	28,757	133,733	-3.9	-1.2	-3.4
BOWLING DIGEST	3	2.25	85,985	5,869	91,854	95,271	7,164	102,435	-9.7	-18.1	-10.3
BOYS' LIFE	6	1.50	1,306,172		1,306,172	1,369,256		1,369,256	-4.6		-4.6
BRIDES	3	4.00	52,583	299,191	351,774	39,774	303,138	342,912	+32.2	-1.3	+2.6
BUSINESS FORMS & SYSTEMS	12	7.50	6,008		6,008	5,887		5,887	+2.1		+2.1
BUSINESS WEEK (INTERNATIONAL)	26	1.75	77,626	13,007	90,633	73,089	9,784	82,873	+6.2	+32.9	+9.4
BUSINESS WEEK (NORTH AMERICA)	26	2.00	756,562	31,643	788,205	758,311	23,499	781,810	-0.2	+34.7	+0.8
BUSINESS WEEK (WORLD WIDE)			834,188	44,650	878,838	831,400	33,283	864,683	+0.3	+34.2	+1.6
BYTE MAGAZINE	7	3.50	295,139	106,187	401,326	294,403	91,084	385,487	+0.2	+16.6	+4.1
CALIFORNIA BUSINESS	6	2.50	50,915	2,776	53,691	45,233	2,775	48,008	+12.6	+0.0	+11.8
CALIFORNIA CITY GROUP			372,138	61,313	433,451	340,686	68,793	409,479	+9.2	-10.9	+5.9
CALIFORNIA MAGAZINE	6	2.00	342,567	15,246	357,813	285,160	16,597	301,757	+20.1	-8.1	+18.6
CAPPER'S WEEKLY	13	.55	380,198		380,198	404,649		404,649	-6.0		-6.0
CAR AND DRIVER	6	2.50	672,509	232,983	905,492	661,936	239,015	900,951	+1.6	-2.5	+0.5
CAR CRAFT	6	2.00	204,934	202,792	407,726	223,836	200,169	424,005	-8.4	+1.3	-3.8
CARS & PARTS	6	1.95	63,095	33,623	96,718	64,178	34,172	98,350	-1.7	-1.6	-1.7

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/86			AVERAGES FOR SIX MONTHS ENDED 12/31/85			% OF INCREASE OR DECREASE SUB- SCRIP- TIONS		
			SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID	SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID	SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID
CASHFLOW	6	6.00	9,505		9,505	9,666	3	9,669	-1.7	-100.0	-1.7
CAT FANCY	6	2.00	181,050	22,201	203,251	148,345	15,074	163,419	+22.0	+47.3	+24.4
CATHOLIC DIGEST	6	1.25	535,138	48,858	583,996	567,019	51,048	618,067	-5.6	-4.3	-5.5
CATS MAGAZINE	6	2.00	123,479	2,742	126,221	112,336	2,270	114,606	+9.9	+20.8	+10.1
CHANGING TIMES, THE KIPLINGER MAGAZINE	6	2.25	1,343,463	36,318	1,379,781	1,377,567	37,143	1,414,710	-2.5	-2.2	-2.5
CHERI	6	3.95		218,134	218,134		247,448	247,448		-11.8	-11.8
CHICAGO	6	2.50	179,321	22,469	201,790	191,350	23,536	214,886	-6.3	-4.5	-6.1
THE CHRONICLE OF HIGHER EDUCATION	23	1.95	76,474		76,474	73,226		73,226	+4.4		+4.4
THE CHRONICLE OF THE HORSE	26	1.25	20,641	281	20,922	20,084	288	20,372	+2.8	-2.4	+2.7
CIRCUS	6	2.50	32,000	231,032	263,032	36,836	327,090	363,926	-13.1	-29.4	-27.7
CLEVELAND MAGAZINE	6	1.95	35,447	7,711	43,158	34,059	8,443	42,502	+4.1	-8.7	+1.5
CLUB	6	3.95	4,391	333,499	337,890	5,224	384,655	389,879	-15.9	-13.3	-13.3
CLUB INTERNATIONAL	6	3.95	1,004	131,450	132,454	1,165	149,121	150,286	-13.8	-11.9	-11.9
COLONIAL HOMES	3	3.00	383,287	167,900	551,187	395,806	196,833	592,639	-3.2	-14.7	-7.0
COLORADO HOMES & LIFESTYLES	3	2.50	11,272	6,919	18,191	11,755	6,583	18,338	-4.1	+5.1	-0.8
CBS MAGAZINE NETWORK			3,975,738	1,119,605	5,095,343	4,040,518	1,163,671	5,204,189	-1.6	-3.8	-2.1
COLUMBUS MONTHLY	6	1.75	29,033	4,821	33,854	28,834	4,995	33,829	+0.7	-3.5	+0.1
COMMERCE MAGAZINE	6	1.75	8,117	104	8,221	9,190	78	9,268	-11.7	+33.3	-11.3
COMPUTE!	6	3.00	254,507	75,360	329,867	242,991	107,855	350,846	+4.7	-30.1	-6.0
COMPUTE!'S GAZETTE	6	3.00	167,885	107,648	275,533	179,295	117,597	296,892	-6.4	-8.5	-7.2
COMPUTER LANGUAGE	6	2.95	30,911	13,991	44,902	19,422	9,683	29,105	+59.2	+44.5	+54.3
THE CONDE NAST LTD.			2,181,343	1,545,918	3,727,261	2,386,256	1,409,096	3,795,352	-8.6	+9.7	-1.8
THE CONDE NAST PACKAGE OF WOMEN			2,006,650	4,400,836	6,407,486	2,062,011	4,074,529	6,136,540	-2.7	+8.0	+4.4
CONNECTICUT MAGAZINE	6	1.95	79,063	6,775	85,838	63,500	5,460	68,960	+24.5	+24.1	+24.5

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/86			AVERAGES FOR SIX MONTHS ENDED 12/31/85			% OF INCREASE OR DECREASE SUB- SINGLE SCRIP- COPY TIONS SALES TOTAL PAID		
			SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID	SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID	TIONS	SALES	PAID
CONNOISSEUR	6	3.00	309,299	21,200	330,499	264,618	22,440	287,058	+16.9	-5.5	+15.1
CONSUMERS DIGEST	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME										
COOK'S	3	3.00	88,112	49,595	137,707	100,185	50,485	150,670	-12.1	-1.8	-8.6
COSMOPOLITAN	6	1.95	358,627	2,514,444	2,873,071	307,912	2,714,878	3,022,790	+16.5	-7.4	-5.0
COUNTRY HOME	3	2.95	537,473	291,000	828,473	521,831	261,667	783,498	+3.0	+11.2	+5.7
COUNTRY JOURNAL	6	1.95	311,315	22,973	334,288	299,032	22,829	321,861	+4.1	+0.6	+3.9
COUNTRY LIVING	6	1.95	1,090,566	528,555	1,619,121	998,482	521,899	1,520,381	+9.2	+1.3	+6.5
COUNTRY MUSIC	3	3.00	355,593		355,593	353,161		353,161	+0.7		+0.7
CRAFTS	6	1.95	292,273	170,279	462,552	347,307	157,031	504,338	-15.8	+8.4	-8.3
CRAFTS 'N THINGS	3	1.95	199,299	74,467	273,766	225,732	60,644	286,376	-11.7	+22.8	-4.4
CREATIVE IDEAS FOR LIVING	6	1.95	746,198	31,993	778,191	726,596	31,061	757,657	+2.7	+3.0	+2.7
CRUISE TRAVEL	3	2.50	126,238	8,790	135,028	151,062	9,707	160,769	-16.4	-9.4	-16.0
CRUISING WORLD	6	2.50	92,239	30,265	122,504	86,449	30,553	117,002	+6.7	-0.9	+4.7
CYCLE	6	1.75	315,299	97,350	412,649	315,670	99,722	415,392	-0.1	-2.4	-0.7
CYCLE GUIDE	4	1.75	129,623	75,767	205,390	146,087	76,021	222,108	-11.3	-0.3	-7.5
CYCLE WORLD	6	1.75	222,054	79,550	301,604	253,465	78,839	332,304	-12.4	+0.9	-9.2
D MAGAZINE	6	1.95	67,884	13,152	81,036	67,237	13,154	80,391	+1.0	+0.0	+0.8
DALLAS COWBOYS OFFICIAL WEEKLY	23	1.50	68,136	1,384	69,520	70,045	2,208	72,253	-2.7	-37.3	-3.8
DALLAS-FT. WORTH HOME & GARDEN	6	1.95	60,093	5,408	65,501	54,905	7,558	62,463	+9.4	-28.4	+4.9
DARKROOM & CREATIVE CAMERA TECHNIQUES	3	2.50	36,070	7,833	43,903	31,158	6,221	37,379	+15.8	+25.9	+17.5
DARKROOM PHOTOGRAPHY	5	2.25	60,568	9,534	70,102	66,209	9,114	75,323	-8.5	+4.6	-6.9
DAYTIME TV	6	1.95		147,422	147,422		142,796	142,796		+3.2	+3.2
DAYTIME TV PRESENTS	3	1.95		110,904	110,904		118,937	118,937		-6.8	-6.8
DC COMICS GROUP	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME										
DELAWARE TODAY	6	1.95	12,643	3,679	16,322	12,695	2,605	15,300	-0.4	+41.2	+6.7

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/86			AVERAGES FOR SIX MONTHS ENDED 12/31/85			% OF INCREASE OR DECREASE SUB- SCRIP- TIONS		
			SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID	SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID	SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID
DELL CROSSWORD AND VARIETY PUZZLES	3	1.50	6,039	148,966	155,005	7,066	150,834	157,900	-14.5	-1.2	-1.8
DELL CROSSWORD PUZZLES	6	1.50	45,983	191,583	237,566	55,420	204,267	259,687	-17.0	-6.2	-8.5
DELL CROSSWORD SPECIAL	3	1.75	9,460	195,933	205,393	10,734	205,500	216,234	-11.9	-4.7	-5.0
DELL PENCIL PUZZLES AND WORD GAMES	6	1.50	16,744	166,967	183,711	20,296	197,800	218,096	-17.5	-15.6	-15.8
DELL PUZZLE MAGAZINE GROUP			144,022	1,371,063	1,515,085						
DELL WORD SEARCH PUZZLES	6	1.25	14,709	139,467	154,176	14,877	181,900	196,777	-1.1	-23.3	-21.6
DENVER MAGAZINE	6	2.00	11,716	2,056	13,772	14,346	2,471	16,817	-18.3	-16.8	-18.1
DETROIT MONTHLY			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
DIGITAL AUDIO	6	2.95	39,041	34,757	73,798	26,998	24,477	51,475	+44.6	+42.0	+43.4
DIRT BIKE MAGAZINE	6	2.00	40,809	101,338	142,147	40,857	102,355	143,212	-0.1	-1.0	-0.7
DIRT RIDER	6	2.00	78,411	61,439	139,850	69,974	54,428	124,402	+12.1	+12.9	+12.4
DIRT WHEELS	6	2.25	33,640	69,023	102,663	33,218	79,742	112,960	+1.3	-13.4	-9.1
DISCOVER	6	2.00	1,156,346	172,188	1,328,534	786,741	136,389	923,130	+47.0	+26.2	+43.9
DISCOVERY			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
DR. DOBB'S JOURNAL OF SOFTWARE TOOLS	6	2.95	39,235	14,962	54,197	26,785	6,339	33,124	+46.5	+136.0	+63.6
DOG FANCY	6	2.00	96,767	13,563	110,330	82,041	8,651	90,692	+17.9	+56.8	+21.7
DOG WORLD	6	2.50	31,404	30,054	61,458	32,059	29,046	61,105	-2.0	+3.5	+0.6
DUNE BUGGIES AND HOT VWs	6	2.50	35,948	75,794	111,742	37,660	69,768	107,428	-4.5	+8.6	+4.0
EARLY AMERICAN LIFE	3	2.95	280,354	48,814	329,168	329,958	36,391	366,349	-15.0	+34.1	-10.1
EASYRIDERS	6	2.95	77,171	205,107	282,278	75,524	239,545	315,069	+2.2	-14.4	-10.4
EBONY	6	2.00	1,479,376	223,643	1,703,019	1,515,868	235,387	1,751,255	-2.4	-5.0	-2.8
THE ECONOMIST (NORTH AMERICAN EDITION)	25	2.50	109,452	9,820	119,272	99,187	8,729	107,916	+10.3	+12.5	+10.5
EDUCATION WEEK			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/86			AVERAGES FOR SIX MONTHS ENDED 12/31/85			% OF INCREASE OR DECREASE SUB- SCRIP- TIONS		
			SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID	SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID	SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID
80 MICRO	6	4.00	62,733	15,157	77,890	68,492	13,956	82,448	-8.4	+8.6	-5.5
ELECTRIC COMPANY MAGAZINE	5	1.25	249,707	32,020	281,727	312,453	52,029	364,482	-20.1	-38.5	-22.7
THE ELKS MAGAZINE	5	.25	1,577,302		1,577,302	1,606,487		1,606,487	-1.8		-1.8
ELLE	6	2.50	220,446	382,258	602,704	123,238	216,487	339,725	+78.9	+76.6	+77.4
ENDLESS VACATION	3	4.00	506,839		506,839	500,891		500,891	+1.2		+1.2
EQUUS	6	2.50	99,128	6,488	105,616	104,674	4,449	109,123	-5.3	+45.8	-3.2
ESQUIRE MAGAZINE	6	2.50	562,727	139,785	702,512	573,128	127,384	700,512	-1.8	+9.7	+0.3
ESSENCE	6	1.50	596,571	203,493	800,064	573,076	227,172	800,248	+4.1	-10.4	+0.0
EUROPEAN TRAVEL & LIFE	3	3.95	98,674	31,333	130,007	85,281	31,095	116,376	+15.7	+0.8	+11.7
FAMILY CIRCLE	9	.95	573,419	5,688,100	6,261,519	406,095	6,255,861	6,661,956	+41.2	-9.1	-6.0
FAMILY COMPUTING	6	2.75	370,661	60,762	431,423	348,075	57,259	405,334	+6.5	+6.1	+6.4
THE FAMILY HANDYMAN	5	1.95	1,133,370	68,211	1,201,581	1,140,449	66,459	1,206,908	-0.6	+2.6	-0.4
FEDERAL TIMES	26	1.25	30,573	1,246	31,819	32,824	1,208	34,032	-6.9	+3.1	-6.5
FIELD & STREAM	6	1.95	1,877,312	130,167	2,007,479	1,858,000	150,350	2,008,350	+1.0	-13.4	+0.0
50 PLUS	6	1.50	446,934		446,934	447,381		447,381	-0.1		-0.1
FINANCIAL WORLD	13	2.50	169,429	5,893	175,322	133,886	5,007	138,893	+26.5	+17.7	+26.2
FINE TUNING	6		49,052		49,052	44,394		44,394	+10.5		+10.5
FINS AND FEATHERS			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
FIREHOUSE	6	2.50	110,504		110,504	109,438		109,438	+1.0		+1.0
FISHING AND HUNTING NEWS	25	1.00	123,169	8,225	131,394	116,865	8,058	124,923	+5.4	+2.1	+5.2
FISHING FACTS	6	1.95	65,469	64,685	130,154	88,290	59,877	148,167	-25.8	+8.0	-12.2
FIVE GREAT ROMANCES & WORLD'S GREATEST LOVE STORIES			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
FLORIDA SPORTSMAN	6	1.95	61,512	31,495	93,007	55,211	28,802	84,013	+11.4	+9.4	+10.7
FLORIDA TREND	6	2.50	39,886	3,301	43,187	39,784	3,213	42,997	+0.3	+2.7	+0.4
FLOWER & GARDEN MAGAZINE	3	1.50	620,591	10,667	631,258	601,913	10,000	611,913	+3.1	+6.7	+3.2

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/86			AVERAGES FOR SIX MONTHS ENDED 12/31/85			% OF INCREASE OR DECREASE SUB- SCRIP- TIONS SINGLE COPY SALES TOTAL PAID		
			SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID	SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID	TIONS	SALES	PAID
FLY FISHERMAN	3	3.00	113,045	27,500	140,545	120,420	23,568	143,988	-6.1	+16.7	-2.4
FLYING	6	2.25	258,990	71,112	330,102	256,945	74,886	331,831	+0.8	-5.0	-0.5
FLYING MODELS	6	2.25	10,444	15,376	25,820	10,030	15,731	25,761	+4.1	-2.3	+0.2
FOOD & WINE, THE GUIDE TO GOOD TASTE	6	2.00	682,325	30,593	712,918	583,853	30,852	614,705	+16.9	-0.8	+16.0
FOOTBALL DIGEST	5	1.75	149,232	13,040	162,272	165,743	14,716	180,459	-10.0	-11.4	-10.1
FORBES	14	3.50	694,635	38,620	733,255	694,407	38,200	732,607	+0.0	+1.1	+0.1
FOREIGN AFFAIRS	2	4.95	78,640	11,916	90,556	78,208	12,954	91,162	+0.6	-8.0	-0.7
FORTUNE (INTERNATIONAL)	13	3.50	96,839	7,675	104,514	98,030	6,669	104,699	-1.2	+15.1	-0.2
FORTUNE (NORTH AMERICA)	14	3.50	607,338	33,901	641,239	598,898	21,225	620,123	+1.4	+59.7	+3.4
FORTUNE (WORLDWIDE)			704,177	41,576	745,753	696,928	27,894	724,822	+1.0	+49.0	+2.9
FOUR WHEELER	6	2.50	101,450	121,385	222,835	88,453	113,619	202,072	+14.7	+6.8	+10.3
FULL CRY	6	1.50	33,700	207	33,907	35,465	167	35,632	-5.0	+24.0	-4.8
GALLERY MAGAZINE	6	3.75	26,008	397,454	413,462	23,529	421,654	445,183	+10.5	-8.1	-7.1
GAME & FISH MAGAZINE	6	1.95	143,375	89,018	232,393	128,971	71,650	200,621	+11.2	+24.2	+15.8
GAMES	6	1.75	570,153	92,226	662,379	576,185	89,882	666,067	-1.0	+2.6	-0.6
GENESIS	6	3.75	2,135	222,562	224,697	2,173	235,614	237,787	-1.7	-5.5	-5.5
GENTLEMEN'S QUARTERLY	6	3.00	270,942	391,859	662,801	269,092	364,409	633,501	+0.7	+7.5	+4.6
GLAMOUR	6	1.95	706,956	1,679,194	2,386,150	737,122	1,563,685	2,300,807	-4.1	+7.4	+3.7
GLOBE	27	.59	62,167	1,538,796	1,600,963	66,733	1,657,044	1,723,777	-6.8	-7.1	-7.1
GOLF (INCORPORATING GOLFING)	6	1.95	760,472	90,421	850,893	731,615	79,696	811,311	+3.9	+13.5	+4.9
GOLF DIGEST	6	1.95	1,131,106	107,939	1,239,045	1,131,683	96,745	1,228,428	-0.1	+11.6	+0.9
GOLF WORLD	17	1.00	106,006		106,006	86,185		86,185	+23.0		+23.0
GOOD FOOD	6	1.00	545,435	406,699	952,134						
GOOD HOUSEKEEPING	6	1.95	3,466,047	1,755,528	5,221,575	3,388,310	1,768,952	5,157,262	+2.3	-0.8	+1.2
GOURMET	6	2.50	700,613	117,169	817,782	860,132	130,894	991,026	-18.5	-10.5	-17.5

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/86			AVERAGES FOR SIX MONTHS ENDED 12/31/85			% OF INCREASE OR DECREASE		
			SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID	SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID	SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID
GREAT LAKES FISHERMAN	6	1.95	22,846	7,769	30,615	22,198	8,536	30,734	+2.9	-9.0	-0.4
GRIT	26	.75	480,441	70,690	551,131	452,867	121,122	573,989	+6.1	-41.6	-4.0
GUIDEPOSTS	6	.75	4,260,697		4,260,697	4,217,930		4,217,930	+1.0		+1.0
GUN DOG	3	3.50	62,723	819	63,542	67,205	1,069	68,274	-6.7	-23.4	-6.9
GUNS & AMMO	6	2.25	345,159	150,790	495,949	349,449	145,761	495,210	-1.2	+3.5	+0.1
GUNS MAGAZINE	6	2.00	101,171	29,123	130,294	150,380	38,127	188,507	-32.7	-23.6	-30.9
HARPER'S BAZAAR	6	2.00	293,745	433,995	727,740	313,865	455,514	769,379	-6.4	-4.7	-5.4
HARPER'S MAGAZINE	6	2.00	142,691	33,709	176,400	121,807	30,814	152,621	+17.1	+9.4	+15.6
HARVARD BUSINESS REVIEW	3	8.50	203,530	3,507	207,037	227,090	5,040	232,130	-10.4	-30.4	-10.8
HEALTH	6	2.25	1,003,349	13,061	1,016,410	1,021,626	8,283	1,029,909	-1.8	+57.7	-1.3
THE HEARST GOLD BUY			2,008,003	993,347	3,001,350						
THE HEARST HOME BUY			2,074,044	934,202	3,008,246						
HEARST MAN POWER			1,771,280	379,877	2,151,157						
HEARST WOMEN POWER			8,444,199	6,006,758	14,450,957						
HIGH FIDELITY	6	2.50	329,745	24,039	353,784	378,193	30,469	408,662	-12.8	-21.1	-13.4
HIGH SOCIETY	6	3.95		262,786	262,786		294,952	294,952		-10.9	-10.9
HIGH TECHNOLOGY	6	3.00	267,240	22,569	289,809	277,282	23,706	300,988	-3.6	-4.8	-3.7
HISTORIC PRESERVATION	3	2.50	162,424	2,423	164,847	144,545	2,003	146,548	+12.4	+21.0	+12.5
HIT PARADER	6	2.25		173,394	173,394		226,169	226,169		-23.3	-23.3
HOME	6	1.95	677,237	131,680	808,917	604,468	108,338	712,806	+12.0	+21.5	+13.5
HOME & AWAY	3	1.00	1,749,083		1,749,083	1,337,291		1,337,291	+30.8		+30.8
HOME MECHANIX	6	1.75	1,117,049	84,535	1,201,584	1,230,198	102,577	1,332,775	-9.2	-17.6	-9.8
THE HOMEOWNER	5	1.95	675,840	19,557	695,397	686,894	24,783	711,677	-1.6	-21.1	-2.3
HONOLULU	6	2.00	29,427	3,064	32,491	29,890	3,192	33,082	-1.5	-4.0	-1.8
HORSE & RIDER	6	1.95	58,347	18,360	76,707	87,100	18,473	105,573	-33.0	-0.6	-27.3

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/86			AVERAGES FOR SIX MONTHS ENDED 12/31/85			% OF INCREASE OR DECREASE		
			SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID	SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID	SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID
HORSEMAN	6	1.75	123,680	14,394	138,074	128,515	15,629	144,144	-3.8	-7.9	-4.2
HORSEPLAY	6	2.95	43,354	3,128	46,482	42,215	3,843	46,058	+2.7	-18.6	+0.9
HORTICULTURE, THE MAGAZINE OF AMERICAN GARDENING	6	2.00	145,679	11,282	156,961	127,496	8,788	136,284	+14.3	+28.4	+15.2
HOT ROD	6	2.25	539,756	255,240	794,996	561,012	286,043	847,055	-3.8	-10.8	-6.1
HOUNDS & HUNTING	6	1.50	10,167	15	10,182	11,161	9	11,170	-8.9	+66.7	-8.8
HOUSE & GARDEN	6	4.00	457,289	89,888	547,177	501,874	89,820	591,694	-8.9	+0.1	-7.5
HOUSE BEAUTIFUL	6	1.95	600,191	237,747	837,938	587,922	250,542	838,464	+2.1	-5.1	-0.1
HOUSTON CITY MAGAZINE	6	2.00	40,201	13,387	53,588	43,186	15,841	59,027	-6.9	-15.5	-9.2
HOUSTON HOME & GARDEN	6	1.95	76,363	8,646	85,009	72,891	12,308	85,199	+4.8	-29.8	-0.2
IN-FISHERMAN	3	2.75	110,686	89,764	200,450	117,659	82,439	200,098	-5.9	+8.9	+0.2
INCIDER	6	2.95	93,435	30,907	124,342	85,337	28,932	114,269	+9.5	+6.8	+8.8
INC.	6	3.00	576,167	30,410	606,577	576,398	29,183	605,581	+0.0	+4.2	+0.2
INDIANAPOLIS MONTHLY	6	1.95	33,091	6,922	40,013	28,682	4,809	33,491	+15.4	+43.9	+19.5
INFOWORLD			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
INSIDE SPORTS	6	2.25	224,927	186,025	410,952	199,142	160,202	359,344	+12.9	+16.1	+14.4
INSTRUCTOR			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
INTERNATIONAL COMBAT ARMS	3	2.95	29,458	96,165	125,623	22,837	88,930	111,767	+29.0	+8.1	+12.4
IRELAND OF THE WELCOMES			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
ISAAC ASIMOV'S SCIENCE FICTION MAGAZINE	7	2.00	65,349	10,626	75,975	70,186	11,294	81,480	-6.9	-5.9	-6.8
ISLANDS	3	3.50	70,270	22,713	92,983	84,243	21,911	106,154	-16.6	+3.7	-12.4
JET	26	1.25	691,004	140,539	831,543	661,366	158,508	819,874	+4.5	-11.3	+1.4
JUNIOR LEAGUE REVIEW			UNDER TEMPORARY SUSPENSION OF SERVICE								
JUNIOR SCHOLASTIC			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
KS MAGAZINE	5	2.95	18,626	460	19,086						

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/86			AVERAGES FOR SIX MONTHS ENDED 12/31/85			% OF INCREASE OR DECREASE SUB- SCRIP- TIONS		
			SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID	SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID	SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID
THE KIWANIS MAGAZINE	5	.75	281,922		281,922	284,437		284,437	-0.9		-0.9
LADIES' HOME JOURNAL	6	1.50	4,013,405	1,007,146	5,020,551	4,174,378	1,060,666	5,235,044	-3.9	-5.0	-4.1
LADY'S CIRCLE	3	1.75	9,301	64,292	73,593		65,271	65,271		-1.5	+12.7
LAKELAND BOATING	4	2.00	30,959	7,277	38,236	34,619	5,031	39,650	-10.6	+44.6	-3.6
LEARNING 86	4		218,482		218,482	201,740		201,740	+8.3		+8.3
LIFE	7	2.50	1,007,032	711,694	1,718,726	925,045	587,615	1,512,660	+8.9	+21.1	+13.6
LOS ANGELES MAGAZINE	6	2.25	131,067	42,584	173,651	116,939	51,297	168,236	+12.1	-17.0	+3.2
LOUISIANA LIFE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
LOUISVILLE MAGAZINE	6	1.75	23,008	1,615	24,623	20,146	1,227	21,373	+14.2	+31.6	+15.2
M, THE CIVILIZED MAN	6	3.00	78,163	56,934	135,097	76,589	57,460	134,049	+2.1	-0.9	+0.8
MCCALL'S	6	1.50	4,456,238	730,155	5,186,393	5,589,568	722,835	6,312,403	-20.3	+1.0	-17.8
MCCALL'S NEEDLEWORK & CRAFTS	3	2.95	458,624	158,112	616,736	481,515	236,480	717,995	-4.8	-33.1	-14.1
MACFADDEN WOMEN'S GROUP			1,239,417	937,213	2,176,630	1,363,723	979,514	2,343,237	-9.1	-4.3	-7.1
MADEMOISELLE	6	1.95	331,386	966,552	1,297,938	344,362	892,030	1,236,392	-3.8	+8.4	+5.0
THE MAGAZINE ANTIQUES	6	5.00	53,459	4,951	58,410	55,096	4,915	60,011	-3.0	+0.7	-2.7
MANHATTAN, INC.	6	2.00	59,554	7,493	67,047	47,785	7,671	55,456	+24.6	-2.3	+20.9
MARVEL COMICS			232,574	7,086,300	7,318,874	282,114	7,209,325	7,491,439	-17.6	-1.7	-2.3
MATURE OUTLOOK			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
METROPOLITAN DETROIT	6	.75	75,532	8,411	83,943	41,882	6,154	48,036	+80.3	+36.7	+74.8
METROPOLITAN HOME	6	2.50	660,803	68,355	729,158	652,183	62,092	714,275	+1.3	+10.1	+2.1
MIAMI/SOUTH FLORIDA MAGAZINE	6	1.95	25,380	2,502	27,882	25,840	3,034	28,874	-1.8	-17.5	-3.4
MICHIGAN LIVING	6	1.00	893,852		893,852	832,139		832,139	+7.4		+7.4
MID-ATLANTIC COUNTRY	6	1.95	94,277	5,736	100,013	89,849	10,546	100,395	+4.9	-45.6	-0.4
MIDWEST OUTDOORS	6	.95	17,777	17,165	34,942	17,866	18,103	35,969	-0.5	-5.2	-2.9
MILWAUKEE MAGAZINE	6	1.95	35,128	6,728	41,856	36,947	6,700	43,647	-4.9	+0.4	-4.1

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/86			AVERAGES FOR SIX MONTHS ENDED 12/31/85			% OF INCREASE OR DECREASE SUB- SINGLE SCRIP- COPY TIONS SALES TOTAL		
			SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID	SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID	TIONS	SALES	PAID
MPLS. ST. PAUL MAGAZINE	6	1.95	34,889	10,959	45,848	35,820	12,914	48,734	-2.6	-15.1	-5.9
MODEL RAILROADER	6	2.50	102,396	65,511	167,907	106,986	69,229	176,215	-4.3	-5.4	-4.7
MODERN BRIDE	3	4.00	42,516	270,597	313,113	41,085	252,103	293,188	+3.5	+7.3	+6.8
MODERN MATURITY	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME										
MODERN PHOTOGRAPHY	6	2.50	581,725	85,258	666,983	641,959	95,762	737,721	-9.4	-11.0	-9.6
MONEY	6	2.75	1,510,809	351,297	1,862,106	1,398,412	293,051	1,691,463	+8.0	+19.9	+10.1
MOTHER EARTH NEWS	3	3.00	554,244	148,128	702,372	543,220	181,763	724,983	+2.0	-18.5	-3.1
MOTHER JONES	5	1.95	161,293	15,049	176,342	134,127	18,538	152,665	+20.3	-18.8	+15.5
MOTOCROSS ACTION MAGAZINE	6	2.00	23,791	67,525	91,316	18,445	66,579	85,024	+29.0	+1.4	+7.4
MOTOR BOATING & SAILING	6	2.50	104,688	36,390	141,078	111,607	34,536	146,143	-6.2	+5.4	-3.5
MOTOR TREND	6	2.50	544,380	200,983	745,363	554,101	227,161	781,262	-1.8	-11.5	-4.6
MOTORCYCLIST	6	2.00	124,529	79,312	203,841	139,990	64,090	204,080	-11.0	+23.8	-0.1
MOTORHOME	6	2.00	112,291	12,492	124,783	102,844	11,149	113,993	+9.2	+12.0	+9.5
MOTORLAND	3	.50	1,692,501		1,692,501	1,601,713		1,601,713	+5.7		+5.7
MS.	6	2.25	444,909	38,012	482,921	420,395	45,759	466,154	+5.8	-16.9	+3.6
MUSCLE & FITNESS	6	3.50	88,847	449,288	538,135	68,862	399,869	468,731	+29.0	+12.4	+14.8
MUSICIAN	6	2.50	47,842	54,375	102,217	54,075	47,210	101,285	-11.5	+15.2	+0.9
NATION'S BUSINESS	6	2.50	856,629	5,781	862,410	864,114	4,322	868,436	-0.9	+33.8	-0.7
NATIONAL ENQUIRER	27	.65	436,746	3,944,496	4,381,242	444,177	4,107,870	4,552,047	-1.7	-4.0	-3.8
NATIONAL EXAMINER	27	.59	17,346	1,048,720	1,066,066	16,834	1,084,788	1,101,622	+3.0	-3.3	-3.2
NATIONAL FISHERMAN	6	1.95	40,952	10,804	51,756	43,041	12,475	55,516	-4.9	-13.4	-6.8
NATIONAL GEOGRAPHIC	6	2.25	10,693,356	71,642	10,764,998	10,469,927	79,422	10,549,349	+2.1	-9.8	+2.0
NATIONAL LAMPOON	5	3.95	89,257	168,121	257,378	171,549	198,537	370,086	-48.0	-15.3	-30.5
THE NATIONAL LAW JOURNAL	26	2.00	40,747	70	40,817	38,045	72	38,117	+7.1	-2.8	+7.1
NATIONAL NEWS	3		790,625		790,625	768,390		768,390	+2.9		+2.9

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/86			AVERAGES FOR SIX MONTHS ENDED 12/31/85			% OF INCREASE OR DECREASE		
			SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID	SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID	SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID
NRTA/AARP NEWS BULLETINS			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
NATIONAL REVIEW	14	1.95	114,577	4,328	118,905	112,472	3,579	116,051	+1.9	+20.9	+2.5
NATURAL HISTORY	6	2.50	497,042	5,709	502,751	495,848	5,324	501,172	+0.2	+7.2	+0.3
NAVY TIMES	26	1.75	76,628	7,612	84,240	81,862	7,915	89,777	-6.4	-3.8	-6.2
NEVADA MAGAZINE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
NEW BODY	3	2.50		79,997	79,997	61,061	90,713	151,774	-100.0	-11.8	-47.3
NEW ENGLAND MONTHLY	6	1.95	81,656	12,400	94,056	72,608	11,091	83,699	+12.5	+11.8	+12.4
NEW JERSEY MONTHLY	6	2.00	90,056	15,007	105,063	83,976	12,958	96,934	+7.2	+15.8	+8.4
NEW MEXICO MAGAZINE	6	1.95	86,681	5,257	91,938	89,952	4,973	94,925	-3.6	+5.7	-3.1
THE NEW REPUBLIC	23	1.95	89,117	5,344	94,461	89,073	4,864	93,937	+0.0	+9.9	+0.6
NEW WOMAN	6	1.95	627,311	607,415	1,234,726	574,536	644,562	1,219,098	+9.2	-5.8	+1.3
NEW YORK ALIVE	3	2.45	25,854	304	26,158	29,205	372	29,577	-11.5	-18.3	-11.6
NEW YORK MAGAZINE	25	1.95	384,712	43,795	428,507	393,473	42,717	436,190	-2.2	+2.5	-1.8
THE NEW YORKER	26	1.50	527,076	32,994	560,070	473,326	32,777	506,103	+11.4	+0.7	+10.7
NEWSWEEK	26	2.00	2,916,933	184,219	3,101,152	2,882,874	174,207	3,057,081	+1.2	+5.7	+1.4
NEWSWEEK INTERNATIONAL (ASIA EDITION)	24	.53	140,891	54,332	195,223	132,010	55,268	187,278	+6.7	-1.7	+4.2
NEWSWEEK INTERNATIONAL (ATLANTIC EDITION)	25	.68	194,514	100,664	295,178	186,834	120,876	307,710	+4.1	-16.7	-4.1
NEWSWEEK INTERNATIONAL (LATIN AMERICAN EDITION)	25	1.00	32,899	20,716	53,615	28,976	21,120	50,096	+13.5	-1.9	+7.0
NIBBLE MAGAZINE	6	3.25	43,960	20,918	64,878	44,608	29,397	74,005	-1.5	-28.8	-12.3
NORTH AMERICAN HUNTER			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
NORTH SHORE	6	1.75	23,886	3,096	26,982	19,162	2,123	21,285	+24.7	+45.8	+26.8
OFF-ROAD	6	2.50	32,746	36,796	69,542	46,413	55,804	102,217	-29.4	-34.1	-32.0
OFFICIAL CROSSWORD PUZZLES	6	1.50	22,806	177,500	200,306	21,003	189,267	210,270	+8.6	-6.2	-4.7

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/86			AVERAGES FOR SIX MONTHS ENDED 12/31/85			% OF INCREASE OR DECREASE		
			SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID	SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID	SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID
OFFICIAL PENCIL PUZZLES & WORD GAMES	3	1.50	12,446	171,013	183,459	14,245	158,333	172,578	-12.6	+8.0	+6.3
OFFICIAL WORD SEARCH PUZZLES	6	1.25	3,740	77,417	81,157	6,633	123,867	130,500	-43.6	-37.5	-37.8
OHIO FISHERMAN	6	1.95	23,696	5,926	29,622	23,869	7,606	31,475	-0.7	-22.1	-5.9
OHIO MAGAZINE	6	1.50	99,234	4,093	103,327	93,484	5,130	98,614	+6.2	-20.2	+4.8
OKLAHOMA HOME & GARDEN	5	2.00	5,939	3,371	9,310	6,484	1,732	8,216	-8.4	+94.6	+13.3
OMNI	6	3.00	575,500	282,114	857,614	579,463	281,527	860,990	-0.7	+0.2	-0.4
1,001 HOME IDEAS	6	1.95	1,489,671	50,757	1,540,428	1,507,249	38,710	1,545,959	-1.2	+31.1	-0.4
OPERA NEWS	7	2.50	114,563	1,830	116,393	114,552	2,225	116,777	+0.0	-17.8	-0.3
OREGON MAGAZINE	6	2.00	22,277	4,296	26,573	22,405	4,625	27,030	-0.6	-7.1	-1.7
OUTDOOR LIFE	6	1.75	1,378,404	142,511	1,520,915	1,361,914	152,461	1,514,375	+1.2	-6.5	+0.4
OUTSIDE	6	1.95	189,557	65,829	255,386	164,383	57,438	221,821	+15.3	+14.6	+15.1
PACIFIC NORTHWEST	5	1.95	57,897	6,151	64,048	55,007	4,207	59,214	+5.3	+46.2	+8.2
PALM BEACH LIFE	6	2.50	14,170	3,601	17,771	11,459	3,758	15,217	+23.7	-4.2	+16.8
PARENTS MAGAZINE	6	1.95	1,607,455	114,361	1,721,816	1,628,913	100,940	1,729,853	-1.3	+13.3	-0.5
PENTHOUSE	6	4.00	239,235	2,140,098	2,379,333	255,656	2,917,242	3,172,898	-6.4	-26.6	-25.0
PEOPLE WEEKLY	25	1.50	1,297,806	1,740,557	3,038,363	1,226,853	1,744,067	2,970,920	+5.8	-0.2	+2.3
PERFORMANCE HORSEMAN	6	2.95	27,399	681	28,080	31,519	1,989	33,508	-13.1	-65.8	-16.2
PERSONAL COMPUTING	6	3.00	439,475	37,654	477,129	479,192	47,325	526,517	-8.3	-20.4	-9.4
PETERSEN MAGAZINE NETWORK			2,700,133	1,291,708	3,991,841	2,556,316	1,223,279	3,779,595	+5.6	+5.6	+5.6
PETERSEN'S CIRCLE TRACK	6	2.95	66,830	36,139	102,969	59,866	39,712	99,578	+11.6	-9.0	+3.4
PETERSEN'S 4-WHEEL & OFF-ROAD	6	2.50	143,862	134,855	278,717	129,657	133,634	263,291	+11.0	+0.9	+5.9
PETERSEN'S HUNTING	6	2.00	236,448	81,417	317,865	209,381	74,102	283,483	+12.9	+9.9	+12.1
PETERSEN'S PHOTOGRAPHIC	6	2.25	232,515	53,015	285,530	216,116	59,748	275,864	+7.6	-11.3	+3.5
PHILADELPHIA MAGAZINE	6	1.95	112,835	31,131	143,966	121,484	32,396	153,880	-7.1	-3.9	-6.4
PHOENIX HOME & GARDEN	6	2.00	30,216	3,605	33,821	28,845	2,983	31,828	+4.8	+20.9	+6.3

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/86			AVERAGES FOR SIX MONTHS ENDED 12/31/85			% OF INCREASE OR DECREASE SUB- SCRIP- TIONS		
			SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID	SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID	TIONS	COPY SALES	TOTAL PAID
PHOENIX METRO MAGAZINE	6	1.95	27,390	4,729	32,119	28,585	3,515	32,100	-4.2	+34.5	+0.1
PILLSBURY CLASSICS	6	2.25	11,184	398,642	409,826		409,666	409,666		-2.7	+0.0
PITTSBURGH MAGAZINE	6	1.75	53,538	6,180	59,718	50,499	6,191	56,690	+6.0	-0.2	+5.3
PLANE & PILOT			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
PLAYBOY	6	3.50	2,498,140	979,184	3,477,324	2,458,301	1,693,023	4,151,324	+1.6	-42.2	-16.2
POCKET CROSSWORD PUZZLES	6	1.25	12,095	102,217	114,312	10,841	128,533	139,374	+11.6	-20.5	-18.0
POPULAR HOT RODDING	6	2.00	83,399	160,323	243,722	92,373	173,111	265,484	-9.7	-7.4	-8.2
POPULAR MECHANICS	6	1.50	1,346,665	288,265	1,634,930	1,353,031	295,027	1,648,058	-0.5	-2.3	-0.8
POPULAR PHOTOGRAPHY	6	1.95	753,414	85,430	838,844	779,451	103,593	883,044	-3.3	-17.5	-5.0
POPULAR SCIENCE	6	1.75	1,613,306	229,761	1,843,067	1,606,807	209,332	1,816,139	+0.4	+9.8	+1.5
PRACTICAL HOMEOWNER	4	2.00	678,797	29,566	708,363	704,308	23,429	727,737	-3.6	+26.2	-2.7
PRACTICAL HORSEMAN	6	2.95	53,290	2,438	55,728	54,091	3,454	57,545	-1.5	-29.4	-3.2
PREVENTION	6	1.50	2,652,550	168,198	2,820,748	2,711,859	163,455	2,875,314	-2.2	+2.9	-1.9
PSYCHOLOGY TODAY	6	1.95	817,476	84,295	901,771	797,401	86,823	884,224	+2.5	-2.9	+2.0
PURE-BRED DOGS-AMERICAN KENNEL GAZETTE	6	3.00	49,349	363	49,712	50,181	472	50,653	-1.7	-23.1	-1.9
THE QUARTER HORSE JOURNAL	6	2.50	68,808	2,855	71,663	76,092	3,007	79,099	-9.6	-5.1	-9.4
RADIO-ELECTRONICS	6	1.95	159,460	82,940	242,400	155,228	73,816	229,044	+2.7	+12.4	+5.8
RAILROAD MODEL CRAFTSMAN	6	2.25	30,660	40,492	71,152	32,360	44,973	77,333	-5.3	-10.0	-8.0
READER'S DIGEST	6	1.75	15,677,720	932,127	16,609,847	16,695,997	961,014	17,657,011	-6.1	-3.0	-5.9
REDBOOK	6	1.50	3,235,214	774,236	4,009,450	3,360,235	733,775	4,094,010	-3.7	+5.5	-2.1
RIDER	6	1.50	107,961	17,393	125,354	120,829	16,667	137,496	-10.6	+4.4	-8.8
ROAD & TRACK	6	2.50	428,017	279,517	707,534	443,918	286,896	730,814	-3.6	-2.6	-3.2
ROD SERLING'S THE TWILIGHT ZONE MAGAZINE	3	2.50	70,888	26,526	97,414	65,591	28,463	94,054	+8.1	-6.8	+3.6
RODALE'S ORGANIC GARDENING	6	1.95	1,207,602	4,549	1,212,151	1,214,850	7,000	1,221,850	-0.6	-35.0	-0.8

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/86			AVERAGES FOR SIX MONTHS ENDED 12/31/85			% OF INCREASE OR DECREASE		
			SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID	SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID	SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID
ROLLING STONE	12	1.95	805,130	304,682	1,109,812	745,435	312,592	1,058,027	+8.0	-2.5	+4.9
THE ROTARIAN	6	.75	498,404		498,404	492,964		492,964	+1.1		+1.1
RUN	6	2.95	128,272	56,899	185,171	117,734	65,079	182,813	+9.0	-12.6	+1.3
THE RUNNER	6	2.50	224,664	52,333	276,997	219,274	60,218	279,492	+2.5	-13.1	-0.9
RUNNER'S WORLD	6	2.50	216,259	72,948	289,207	211,556	74,799	286,355	+2.2	-2.5	+1.0
SACRAMENTO MAGAZINE	6	1.95	18,231	2,778	21,009	19,831	4,516	24,347	-8.1	-38.5	-13.7
SAIL	6	2.50	119,959	51,169	171,127	114,387	55,665	170,052	+4.9	-8.1	+0.6
SAILING WORLD			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
ST. LOUIS MAGAZINE, INC.	6	1.95	17,601	6,866	24,467	19,432	6,006	25,438	-9.4	+14.3	-3.8
SALT WATER SPORTSMAN	6	2.50	98,989	23,106	122,095	89,731	23,433	113,164	+10.3	-1.4	+7.9
SAN DIEGO HOME/GARDEN MAGAZINE	6	1.95	30,295	2,232	32,527	31,068	2,715	33,783	-2.5	-17.8	-3.7
SAN DIEGO MAGAZINE	6	2.00	49,055	12,749	61,804	49,688	11,375	61,063	-1.3	+12.1	+1.2
SAN FRANCISCO FOCUS	6	1.95	192,016	5,980	197,996	174,059	6,121	180,180	+10.3	-2.3	+9.9
SATELLITE ORBIT	6	4.95	312,133	188,971	501,104	216,010	69,780	285,790	+44.5	+170.8	+75.3
THE SATURDAY EVENING POST	5	1.95	518,033	84,697	602,730	547,941	128,732	676,673	-5.5	-34.2	-10.9
SAVVY	6	2.00	339,905	16,273	356,178	303,546	26,199	329,745	+12.0	-37.9	+8.0
SCHOLASTIC HIGH SCHOOL NETWORK			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
SCHOLASTIC MAGAZINES			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
SCIENCE	24	2.50	152,472		152,472	154,777		154,777	-1.5		-1.5
SCIENCE NEWS	25	1.00	158,124		158,124	155,832		155,832	+1.5		+1.5
THE SCIENCES			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
SCOUTING	3	.60	956,258		956,258	905,612		905,612	+5.6		+5.6
SEA	6	1.95	33,868	6,223	40,091	39,595	6,619	46,214	-14.5	-6.0	-13.2
SELF	6	1.95	470,472	619,555	1,090,027	504,377	572,713	1,077,090	-6.7	+8.2	+1.2
SESAME STREET MAGAZINE	5	1.25	939,079	217,040	1,156,119	1,008,425	258,515	1,266,940	-6.9	-16.0	-8.7

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/86			AVERAGES FOR SIX MONTHS ENDED 12/31/85			% OF INCREASE OR DECREASE SUB- SCRIP- TIONS SINGLE COPY SALES TOTAL PAID		
			SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID	SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID	TIONS	SALES	PAID
SEVENTEEN	6	1.50	1,339,155	514,159	1,853,314	1,219,119	531,394	1,750,513	+9.8	-3.2	+5.9
SEW MEWS	6	1.50	133,395	26,108	159,503	100,662	19,420	120,082	+32.5	+34.4	+32.8
SHAPE	6	2.00	172,612	426,093	598,705	138,021	418,762	556,783	+25.1	+1.8	+7.5
SHEET MUSIC MAGAZINE	4	2.75	232,103		232,103	222,723		222,723	+4.2		+4.2
SHOOTING TIMES	6	1.95	86,310	99,758	186,068	87,704	100,583	188,287	-1.6	-0.8	-1.2
SIERRA	3	2.50	307,969	6,659	314,628	292,738	6,670	301,408	+5.2	-23.2	+4.4
SIGNATURE	6	2.50	810,647		810,647	762,283		762,283	+6.3		+6.3
16 MAGAZINE	6	1.95	8,403	142,935	151,338	12,196	173,180	185,376	-31.1	-17.5	-18.4
SKI (INCORPORATING SKI LIFE)	4	1.75	361,134	97,130	458,264	341,866	94,192	436,058	+5.6	+3.1	+5.1
SKIING	4	1.95	361,951	92,315	454,266	351,919	89,187	441,106	+2.9	+3.5	+3.0
SKIN DIVER MAGAZINE	6	2.50	183,309	35,726	219,035	172,774	32,571	205,345	+6.1	+9.7	+6.7
SMITHSONIAN	6	2.50	2,300,732	10,238	2,310,970	2,230,997	9,913	2,240,910	+3.1	+3.3	+3.1
SNOW WEEK	11	1.75	24,680	110	24,790	24,944	127	25,071	-1.1	-13.4	-1.1
SOAP OPERA DIGEST	14	1.50	284,839	564,582	849,421	305,520	444,131	749,651	-6.8	+27.1	+13.3
SOAP OPERA STARS	3	1.95		98,539	98,539		87,426	87,426		+12.7	+12.7
SOLDIER OF FORTUNE	6	3.00	37,133	118,863	155,996	32,801	148,643	181,444	+13.2	-20.0	-14.0
SOPHISTICATE'S HAIRSTYLE GUIDE	3	2.95		83,570	83,570		90,308	90,308		-7.5	-7.5
SOUTH FLORIDA HOME & GARDEN	6	2.50	17,672	2,408	20,080	17,117	3,016	20,133	+3.2	-20.2	-0.3
SOUTHERN ACCENTS	3	4.00	191,457	51,432	242,889	156,370	51,523	207,893	+22.4	-0.2	+16.8
SOUTHERN LIVING	6	2.50	2,097,107	166,815	2,263,922	2,159,531	159,293	2,318,824	-2.9	+4.7	-2.4
SOUTHERN OUTDOORS	4	1.50	200,731	24,390	225,121	205,577	25,176	230,753	-2.4	-3.1	-2.4
SOUTHWEST ART	6	4.50	42,812	10,658	53,470	44,266	9,138	53,404	-3.3	+16.6	+0.1
SPECTRUM			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
SPIN	6	2.00	6,379	143,724	150,103	1,799	123,243	125,042	+254.6	+16.6	+20.0
SPORT	6	2.00	770,925	161,159	932,084	779,770	152,080	931,850	-1.1	+6.0	+0.0

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/86			AVERAGES FOR SIX MONTHS ENDED 12/31/85			% OF INCREASE OR DECREASE		
			SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID	SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID	SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID
SPORTING CLASSICS											
PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
THE SPORTING NEWS	27	1.95	671,766	51,211	722,977	664,014	54,304	718,318	+1.2	-5.7	+0.6
SPORTS AFIELD	6	1.95	424,615	91,612	516,227	419,063	115,520	534,583	+1.3	-20.7	-3.4
SPORTS ILLUSTRATED	27	2.25	2,775,643	119,473	2,895,116	2,643,024	108,336	2,751,360	+5.0	+10.3	+5.2
STAR	27	.69	307,004	3,399,127	3,706,131	168,714	3,370,798	3,539,512	+82.0	+0.8	+4.7
STAR COMICS			29,678	566,216	595,894	13,584	457,637	471,221	+118.5	+23.7	+26.5
STAR HITS	6	1.95	15,071	82,033	97,104	11,385	151,202	162,587	+32.4	-45.7	-40.3
STEREO REVIEW	6	1.95	494,733	55,697	550,430	497,338	60,302	557,640	-0.5	-7.6	-1.3
STOCK CAR RACING	6	2.75	37,047	40,193	77,240	34,442	39,613	74,055	+7.6	+1.5	+4.3
SUCCESS!	5	2.00	363,695	43,752	407,447	330,277	41,820	372,097	+10.1	+4.6	+9.5
SUN	27	.59	3,026	415,041	418,067	1,957	315,716	317,673	+54.6	+31.5	+31.6
SUNSET, THE MAGAZINE OF WESTERN LIVING	6	1.50	1,341,914	100,564	1,442,478	1,312,202	95,678	1,407,880	+2.3	+5.1	+2.5
SUPER CHEVY	6	2.50	70,637	67,571	138,208	66,282	68,371	134,653	+6.6	-1.2	+2.6
SUPER SHOPPER	2		168,830		168,830	483,838		483,838	-65.1		-65.1
SUPER STOCK & DRAG ILLUSTRATED	6	2.50	15,820	32,995	48,815	16,178	33,950	50,128	-2.2	-2.8	-2.6
SUPER TEEN	6	1.95		163,979	163,979		173,002	173,002		-5.2	-5.2
SYLVIA PORTER'S PERSONAL FINANCE MAGAZINE	5	2.50	303,719	47,100	350,819	305,946	52,933	358,879	-0.7	-11.0	-2.2
TEACHING AND COMPUTERS	3	3.50	45,599		45,599	37,783		37,783	+20.7		+20.7
'TEEN	6	1.75	856,673	325,189	1,181,862	748,826	327,388	1,076,214	+14.4	-0.7	+9.8
TEEN BEAT	5	1.95	23,999	140,576	164,575	16,786	150,359	167,145	+43.0	-6.5	-1.5
TEEN MACHINE	3	1.95		95,035	95,035		104,632	104,632		-9.2	-9.2
TENNIS	6	1.75	462,752	49,452	512,204	456,804	50,552	507,356	+1.3	-2.2	+1.0
TEXAS FISH & GAME	6	1.50	39,060		39,060	20,344		20,344	+92.0		+92.0
TEXAS FISHERMAN-A COMPLETE GUIDE TO THE TEXAS OUTDOORS	3	1.50	49,236	10,835	60,071	48,650	10,428	59,078	+1.2	+3.9	+1.7

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/86			AVERAGES FOR SIX MONTHS ENDED 12/31/85			% OF INCREASE OR DECREASE SUB- SCRIP- TIONS SINGLE COPY SALES TOTAL		
			SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID	SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID	INCREASE SUB- SCRIP- TIONS	OR DECREASE SINGLE COPY SALES	TOTAL PAID
TEXAS HOMES	6	2.50	60,794	7,854	68,648	72,003	11,255	83,258	-15.6	-30.2	-17.5
TEXAS MONTHLY	6	2.00	245,642	37,698	283,340	236,102	46,168	282,270	+4.0	-18.3	+0.4
3-2-1 CONTACT	5		379,505		379,505	432,159		432,159	-12.2		-12.2
TIME ASIA	26	2.00	208,378	47,819	256,197	323,425	78,892	402,317	-35.6	-39.4	-36.3
TIME ATLANTIC	26	2.15	423,412	102,816	526,228	419,307	115,519	534,826	+1.0	-11.0	-1.6
TIME LATIN AMERICA	26	2.25	62,638	31,153	93,791	57,848	32,585	90,433	+8.3	-4.4	+3.7
TIME-THE WEEKLY NEWSMAGAZINE	26	1.95	4,499,136	221,023	4,720,159	4,378,402	224,905	4,603,307	+2.8	-1.7	+2.5
TOURS & RESORTS	3	2.50	211,505	6,561	218,066	111,603	7,954	119,557	+89.5	-17.5	+82.4
TOWN & COUNTRY	6	3.00	316,793	96,115	412,908	322,754	105,013	427,767	-1.8	-8.5	-3.5
TRAILER LIFE	6	2.00	294,451	19,617	314,068	288,623	17,889	306,512	+2.0	+9.7	+2.5
TRAINS	6	2.50	52,946	27,108	80,054	48,551	30,563	79,114	+9.1	-11.3	+1.2
TRAVEL & LEISURE	6	2.95	1,101,788	16,344	1,118,132	975,509	9,990	985,499	+12.9	+63.6	+13.5
TRAVELER	2	5.60	847,579	170	847,749	994,786	317	995,103	-14.8	-46.4	-14.8
TRUE STORY	6	1.25	1,124,624	280,463	1,405,087	1,221,301	301,967	1,523,268	-7.9	-7.1	-7.8
TURTLE MAGAZINE FOR PRESCHOOL KIDS	4		317,528		317,528	340,877		340,877	-6.8		-6.8
TV CROSSWORDS	8	1.25	21,069	247,188	268,257	29,422	253,200	282,622	-28.4	-2.4	-5.1
TV GUIDE (USA)	26	.60	8,318,195	8,482,246	16,800,441	8,451,792	8,446,905	16,898,697	-1.6	+0.4	-0.6
TV PICTURE LIFE	5	2.00		112,119	112,119		104,513	104,513		+7.3	+7.3
TV WORD GAMES			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
ULTRASPORT			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
UNIQUE HOMES	3	6.95	47,521	38,600	86,121	44,645	33,200	77,845	+6.4	+16.3	+10.6
U.S. NEWS & WORLD REPORT	26	1.95	2,231,554	55,462	2,287,016	2,031,256	52,626	2,083,882	+9.9	+5.4	+9.7
UNIX/WORLD	6	3.00	21,438	8,334	29,772						
US			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
VANITY FAIR	6	2.00	307,246	110,658	417,904	318,782	81,010	399,792	-3.6	+36.6	+4.5

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/86			AVERAGES FOR SIX MONTHS ENDED 12/31/85			% OF INCREASE OR DECREASE SUB- SCRIP- TIONS		
			SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID	SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID	SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID
VENTURE	6	3.00	308,767	21,510	330,277	292,951	25,763	318,714	+5.4	-16.5	+3.6
VFW AUXILIARY MAGAZINE	5		730,298		730,298	715,095		715,095	+2.1		+2.1
VFW MAGAZINE	5	.20	1,951,004		1,951,004	1,956,657		1,956,657	-0.3		-0.3
VIDEO	6	1.95	284,490	72,070	356,560	258,108	78,654	336,762	+10.2	-8.4	+5.9
VIDEO REVIEW	6	1.95	359,641	83,506	443,147	315,866	92,609	408,475	+13.9	-9.8	+8.5
VISION-THE LATIN AMERICAN MAGAZINE	12	2.00	189,109	17,242	206,351	186,867	14,793	201,660	+1.2	+16.6	+2.3
VOGUE	6	3.00	445,253	836,344	1,281,597	436,376	742,963	1,179,339	+2.0	+12.6	+8.7
VOGUE PATTERNS	3	2.50	127,990	101,872	229,862	140,169	113,499	253,668	-8.7	-10.2	-9.4
"W"	13	2.50	199,283	26,325	225,608	182,855	30,338	213,193	+9.0	-13.2	+5.8
THE WASHINGTON POST NATIONAL WEEKLY EDITION	26	1.50	49,294	717	50,011	51,591	503	52,094	-4.5	+42.5	-4.0
WASHINGTON, THE EVERGREEN STATE MAGAZINE	4	2.95	60,223	10,601	70,824	49,051	10,699	59,750	+22.8	-0.9	+18.5
THE WASHINGTONIAN	6	1.95	100,703	45,972	146,675	97,811	46,196	144,007	+3.0	-0.5	+1.9
WEEKLY WORLD NEWS	27	.55	30,489	986,066	1,016,555	28,882	1,018,747	1,047,629	+5.6	-3.2	-3.0
THE WEEKLY, SEATTLE'S NEWSMAGAZINE	27	.75	22,138	9,003	31,141	21,586	7,922	29,508	+2.6	+13.6	+5.5
WEIGHT WATCHERS MAGAZINE	6	1.50	756,845	145,680	902,525	734,575	140,166	874,741	+3.0	+3.9	+3.2
WEST MICHIGAN MAGAZINE	6	2.00	19,762	647	20,409	21,256	702	21,958	-7.0	-7.8	-7.1
THE WESTERN HORSEMAN	6	1.95	97,232	58,860	156,092	95,418	60,939	156,357	+1.9	-3.4	-0.2
WESTERN OUTDOORS	5	2.00	132,140	8,073	140,213	135,006	8,122	143,128	-2.1	-0.6	-2.0
WESTWAYS	6	1.25	463,976		463,976	426,422		426,422	+8.8		+8.8
WILDFOWL	3	3.50	26,589	4,953	31,542	19,299		19,299	+37.8		+63.4
WOMAN	4	1.95	2,561	484,165	486,726	2,893	467,427	470,320	-11.5	+3.6	+3.5
WOMAN'S DAY	9	.99	71,264	5,672,578	5,743,842	62,704	6,131,327	6,194,031	+13.7	-7.5	-7.3
WOMAN'S WORLD	27	.79		1,348,098	1,348,098		1,347,242	1,347,242		+0.1	+0.1

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/86			AVERAGES FOR SIX MONTHS ENDED 12/31/85			% OF INCREASE OR DECREASE SUB- SCRIP- TIONS		
			SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID	SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID	TIONS	COPY SALES	TOTAL PAID
WOODENBOAT	3	3.50	54,678	48,552	103,230	54,118	49,724	103,842	+1.0	-2.4	-0.6
THE WORKBASKET	5	1.00	1,751,763	27,700	1,779,463	1,709,898	32,900	1,742,798	+2.4	-15.8	+2.1
WORKBENCH	3	1.50	850,347	36,833	887,180	839,837	36,000	875,837	+1.3	+2.3	+1.3
WORKING MOTHER	6	1.95	539,382	15,590	554,972	543,392	13,070	556,462	-0.7	+19.3	-0.3
WORKING WOMAN	6	2.50	739,543	35,969	775,512	694,590	25,943	720,533	+6.5	+38.6	+7.6
WORLD PRESS REVIEW	6	2.95	58,946	2,369	61,315	82,991	2,795	85,786	-29.0	-15.2	-28.5
WORLD TENNIS	6	1.75	343,862	34,590	378,452	340,519	27,267	367,786	+1.0	+26.9	+2.9
WWF MAGAZINE	3	2.25	43,711	125,165	168,876	22,105	75,123	97,228	+97.7	+66.6	+73.7
WRITER'S DIGEST	6	2.00	187,532	27,913	215,445	177,425	24,585	202,010	+5.7	+13.5	+6.7
YACHTING	6	2.50	92,320	41,556	133,876	98,450	44,400	142,850	-6.2	-6.4	-6.3
YANKEE	6	1.95	946,206	72,039	1,018,245	930,625	77,956	1,008,581	+1.7	-7.6	+1.0
YM	5	1.50	688,688	119,480	808,168	717,540	70,566	788,106	-4.0	+69.3	+2.5

CANADA

ALBERTA REPORT

PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME

ATLANTIC INSIGHT	6	1.95	33,174	3,255	36,429	37,194	3,118	40,312	-10.8	+4.4	-9.6
BC OUTDOORS	5	2.25	35,448	6,561	42,009	27,105	5,906	33,011	+30.8	+11.1	+27.3
CANADIAN BUSINESS	6	3.50	87,178	8,770	95,948	86,203	9,642	95,845	+1.1	-9.0	+0.1
CANADIAN LIVING	7	1.99	304,107	216,785	520,892	287,357	235,656	523,013	+5.8	-8.0	-0.4
THE CANADIAN SHOPPER	6	2.00	25,462	1,475	26,937	25,172	1,261	26,433	+1.2	+17.0	+1.9
CANADIAN WORKSHOP											
PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
CANADIAN YACHTING	6	2.50	19,471	3,573	23,044	21,313	2,604	23,917	-8.6	+37.2	-3.7
CHATELAIN	6	2.00	1,004,008	85,488	1,089,496	1,007,971	90,609	1,098,580	-0.4	-5.7	-0.8
CHATELAIN (FRENCH LANGUAGE EDITION)	6	2.00	273,077	21,039	294,116	279,148	23,439	302,587	-2.2	-10.2	-2.8
CITY & COUNTRY HOME	4	3.00	73,183	7,338	80,521	74,785	8,470	83,255	-2.1	-13.4	-3.3

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/86			AVERAGES FOR SIX MONTHS ENDED 12/31/85			% OF INCREASE OR DECREASE SUB- SINGLE COPY SALES TOTAL		
			SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	INCREASE SUB-SCRIP-TIONS	OR DECREASE SINGLE COPY SALES	TOTAL PAID
CLIN D'OEIL	7	2.95	8,435	53,120	61,555	11,124	59,480	70,604	-24.2	-10.7	-12.8
COMBINED STATEMENT FOR BC OUTDOORS AND ONTARIO OUT OF DOORS			87,426	15,028	102,454						
COMBINED STATEMENT FOR CANADIAN YACHTING AND PACIFIC YACHTING			31,076	8,704	39,780	32,081	8,170	40,251	-3.1	+6.5	-1.2
COMBINED STATEMENT FOR CHATELAINE AND CHATELAINE (FRENCH LANGUAGE EDITION)			1,277,085	106,527	1,383,612	1,287,119	114,048	1,401,167	-0.8	-6.6	-1.3
COUP DE PEIGNE	2	2.75	4,237	33,483	37,720	5,542	43,332	48,874	-23.5	-22.7	-22.8
COUP DE POUCE	7	1.89	64,822	86,267	151,089	73,015	91,545	164,560	-11.2	-5.8	-8.2
COUP DE POUCE EXTRA	3	2.99		60,986	60,986		96,000	96,000		-36.5	-36.5
CROC	6	2.75	15,789	56,103	71,892	11,580	68,686	80,266	+36.3	-18.3	-10.4
DECORATION CHEZ-SOI	5	2.75	19,315	46,703	66,018	20,318	45,318	65,636	-4.9	+3.1	+0.6
EQUINOX-THE MAGAZINE OF CANADIAN DISCOVERY			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
FILLES D'AUJOURD'HUI	6	2.25	16,899	16,779	33,678	13,490	16,198	29,688	+25.3	+3.6	+13.4
THE FINANCIAL POST	27	1.00	177,465	9,786	187,251	172,161	8,436	180,597	+3.1	+16.0	+3.7
FINANCIAL TIMES OF CANADA	26	1.00	99,860	2,501	102,361	102,614	1,753	104,367	-2.7	+42.7	-1.9
FLARE	6	2.00	193,510	29,828	223,338	192,458	27,468	219,926	+0.5	+8.6	+1.6
HARROWSMITH MAGAZINE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
HOCKEY NEWS	19	1.75	78,479	30,152	108,631	81,453	28,333	109,786	-3.7	+6.4	-1.1
L'ACTUALITE	6	2.00	242,674	24,255	266,929	245,301	21,459	266,760	-1.1	+13.0	+0.1
LE LUNDI	26	1.79	14,412	81,108	95,520	10,699	80,102	90,801	+34.7	+1.3	+5.2
LE TEMPS DE VIVRE	6	1.95	11,968	8,703	20,671						
LEGION MAGAZINE	5	1.00	543,254		543,254	556,300		556,300	-2.3		-2.3
LES IDEES DE MA MAISON	5	2.75	39,354	56,417	95,771	26,893	61,142	88,035	+46.3	-7.7	+8.8
M	6	2.25	20,183	30,842	51,025	20,693	39,741	60,434	-2.5	-22.4	-15.6

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/86			AVERAGES FOR SIX MONTHS ENDED 12/31/85			% OF INCREASE OR DECREASE SUB- SINGLE TOTAL SCRIP- COPY SALES TIONS		
			FOR SIX SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID	FOR SIX SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID	INCREASE SUB- SCRIP- TIONS	OR DECREASE SINGLE COPY SALES	TOTAL PAID
MACLEAN'S-CANADA'S WEEKLY NEWSMAGAZINE	26	1.75	632,959	15,724	648,683	631,099	17,980	649,079	+0.3	-12.5	-0.1
THE NEWFOUNDLAND HERALD	26	1.00	1,047	35,314	36,361	1,043	34,741	35,784	+0.4	+1.6	+1.6
ONTARIO OUT OF DOORS	5	2.00	51,978	8,467	60,445	44,097	9,138	53,235	+17.9	-7.3	+13.5
ORAH	2		14,644		14,644	14,030		14,030	+4.4		+4.4
OUTDOOR CANADA	3	2.00	131,295	11,595	142,890	135,348	11,045	146,393	-3.0	+5.0	-2.4
PACIFIC YACHTING	6	2.75	11,605	5,131	16,736	10,768	5,566	16,334	+7.8	-7.8	+2.5
PHOTO LIFE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
QUEBEC SCIENCE	6	2.95	15,832	4,508	20,340	14,467	5,370	19,837	+9.4	-16.1	+2.5
QUEBEC YACHTING VOILE & MOTEUR	3	2.75	5,315	1,775	7,090	4,945	1,707	6,652	+7.5	+4.0	+6.6
THE READER'S DIGEST CANADIAN ENGLISH EDITION	6	1.95	1,255,737	89,447	1,345,184	1,253,364	88,030	1,341,394	+0.2	+1.6	+0.3
THE READER'S DIGEST-COMBINED STATEMENT FOR THE CANADIAN ENGLISH AND CANADIAN FRENCH EDITIONS			1,605,728	113,242	1,718,970	1,609,211	114,753	1,723,964	-0.2	-1.3	-0.3
RENOVATION BRICOLAGE	6	2.95	25,821	11,122	36,943	24,257	10,798	35,055	+6.4	+3.0	+5.4
SATURDAY NIGHT	6	2.75	122,989	7,020	130,009	129,355	6,344	135,699	-4.9	+10.7	-4.2
SELECTION DU READER'S DIGEST	6	1.95	349,991	23,795	373,786	355,847	26,723	382,570	-1.6	-11.0	-2.3
SENTIER CHASSE-PECHE	6	2.95	55,407	15,666	71,073	52,617	15,932	68,549	+5.3	-1.7	+3.7
SOUND & VISION	3	2.50	47,052	4,941	51,993	50,037	4,250	54,287	-6.0	+16.3	-4.2
TIME-THE WEEKLY NEWSMAGAZINE- IN CANADA	26	2.25	325,035	24,276	349,311	307,544	27,562	335,106	+5.7	-11.9	+4.2
TORONTO LIFE	9	2.50	80,422	17,002	97,424	81,348	14,963	96,311	-1.1	+13.6	+1.2
TORONTO LIFE FASHION	3	1.75	108,879	19,907	128,786						
TOURING & TRAVEL	3	2.00	108,637		108,637	133,440		133,440	-18.6		-18.6
TV GUIDE	26	.85	425,745	394,889	820,634	393,972	409,010	802,982	+8.1	-3.5	+2.2
TV HEBDO	26	.95	51,158	218,066	269,224	41,001	215,300	256,301	+24.8	+1.3	+5.0

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/86			AVERAGES FOR SIX MONTHS ENDED 12/31/85			% OF INCREASE OR DECREASE		
			SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID	SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID	SUB- SCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID
TV PLUS	26	.85	153	22,593	22,746	118	23,653	23,771	+29.7	-4.5	-4.3
WESTERN SPORTSMAN	3	2.50	27,065	3,037	30,102	24,978	2,417	27,395	+8.4	+25.7	+9.9
WOW!	6	1.99	10,527	20,894	31,421						
YOUR MONEY	5	2.75	93,119	13,574	106,693	68,135	15,121	83,256	+36.7	-10.2	+28.2
<u>FOREIGN</u>											
AL MOSTAKBAL	26	.61	1,063	68,347	69,410	1,394	74,681	76,075	-23.7	-8.5	-8.8
KOL AL ARAB	27	1.20	400	59,559	59,959		66,644	66,644		-10.6	-10.0
VEA											

PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME

ABC Business Publications

United States & Canada

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 12/31/86

TOTAL PAID &
NON-PAID TO FIELD SERVED
AVERAGES FOR 6 MONTHS ENDED
6/30/86 12/31/85

PUBLICATION NAME	TOTAL PAID	NON-PAID TO FIELD SERVED	TOTAL PAID & NON-PAID TO FIELD SERVED		
U.S.					
AD EAST					
ADMINISTRATIVE MANAGEMENT					
ADVERTISING AGE	89,379		89,379	88,937	87,469
ADWEEK	59,269	10,525	69,794	78,822	63,976
ADWEEK NETWORK	66,419	15,443	81,862		
ADWEEK'S MARKETING WEEK	7,150	4,918	12,068		
AEROSOL AGE					
AGRICULTURAL ENGINEERING	9,150		9,150	9,244	9,542
AIR CONDITIONING, HEATING & REFRIGERATION NEWS	26,730	2,272	29,002	29,505	29,049
THE AIRCRAFT BULLETIN					
AIRLINE & TRAVEL FOOD SERVICE					
ABA BANKING JOURNAL					
AMERICAN CERAMIC SOCIETY BULLETIN	12,044	611	12,655	12,120	11,698
ACP OBSERVER					
THE AMERICAN FUNERAL DIRECTOR	10,012		10,012	10,068	10,134
AMERICAN GLASS REVIEW					
AMERICAN HEALTH: FITNESS OF BODY AND MIND: WAITING ROOM EDITION		75,036	75,036	75,087	75,043
THE AMERICAN JOURNAL OF CARDIOLOGY	22,461		22,461	22,978	22,674
THE AMERICAN JOURNAL OF MEDICINE	34,228		34,228	35,794	36,318
AMERICAN JOURNAL OF NURSING					
AMERICAN JOURNAL OF OPHTHALMOLOGY	19,241		19,241	19,263	19,107
THE AMERICAN JOURNAL OF SURGERY	17,131		17,131	17,558	17,251
AMERICAN PAINT & COATINGS JOURNAL	4,063	1,322	5,385	5,736	6,562

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 12/31/86

TOTAL PAID &
NON-PAID TO FIELD SERVED
AVERAGES FOR 6 MONTHS ENDED
6/30/86 12/31/85

PUBLICATION NAME	TOTAL PAID	NON-PAID TO FIELD SERVED	TOTAL PAID & NON-PAID TO FIELD SERVED	TOTAL PAID & NON-PAID TO FIELD SERVED AVERAGES FOR 6 MONTHS ENDED 6/30/86	12/31/85
THE AMERICAN SCHOOL BOARD JOURNAL	41,772		41,772	41,752	41,338
AMERICAN SHOEMAKING			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME		
ASHRAE JOURNAL	42,653	6,990	49,643	49,179	49,092
AMUSEMENT BUSINESS			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME		
ANALYTICAL CHEMISTRY	27,095		27,095	26,941	28,899
ANNALS OF INTERNAL MEDICINE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME		
APPAREL MERCHANDISING		42,001	42,001	41,482	44,524
AQUACULTURE MAGAZINE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME		
ARMY	164,311		164,311	166,042	164,113
ART DIRECTION	8,650		8,650	8,886	9,279
ARTS & ACTIVITIES			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME		
ASSOCIATION MANAGEMENT	15,364		15,364	14,690	
ATLANTA BUSINESS CHRONICLE	6,240	19,194	25,434	21,981	19,907
AUTOMOTIVE NEWS			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME		
AVIATION WEEK & SPACE TECHNOLOGY	146,049		146,049	144,012	142,527
BAKING EQUIPMENT		5,002	5,002	4,844	4,639
BALTIMORE BUSINESS JOURNAL	6,877		6,877	7,284	7,709
BETTER ROADS		38,276	38,276	38,170	38,234
BEVERAGE MEDIA			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME		
BEVERAGE RETAILER WEEKLY			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME		
BEVERAGE WORLD	11,584	18,041	29,625	29,430	28,688
BILLBOARD			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME		
BOBBIN MAGAZINE	9,069		9,069	8,822	9,170
BOTTOMLINE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME		
BOXBOARD CONTAINERS			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME		

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 12/31/86

PUBLICATION NAME	TOTAL PAID	NON-PAID TO FIELD SERVED	TOTAL PAID & NON-PAID TO FIELD SERVED	TOTAL PAID & NON-PAID TO FIELD SERVED AVERAGES FOR 6 MONTHS ENDED	
				6/30/86	12/31/85
BOXOFFICE	9,721		9,721	10,112	10,216
BRICK AND CLAY RECORD	1,131	3,156	4,287	4,363	4,341
BROADCASTING-THE NEWSWEEKLY OF THE FIFTH ESTATE	33,889		33,889	34,260	34,382
BUILDING SUPPLY HOME CENTERS		43,025	43,025	40,024	38,510
BUSINESS FIRST (THE BUSINESS NEWSPAPER OF GREATER LOUISVILLE)	8,053		8,053	7,868	
BUSINESS FIRST OF BUFFALO, INC.	7,015		7,015	6,948	7,046
BUSINESS FIRST OF COLUMBUS	8,635		8,635	8,265	7,947
BUSINESS JOURNAL OF NEW JERSEY	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
THE BUSINESS JOURNAL SERVING GREATER MILWAUKEE	11,292		11,292	11,327	11,385
THE BUSINESS JOURNAL SERVING GREATER PORTLAND	9,904		9,904	10,604	10,398
THE BUSINESS JOURNAL-SERVING GREATER SACRAMENTO	10,419		10,419	9,507	
BUSINESS WEEK INDUSTRIAL/TECHNOLOGY	280,483		280,483	277,057	295,887
CANDY INDUSTRY MAGAZINE	2,983	745	3,728	3,675	3,519
CATALOG AGE	342	12,418	12,760	12,542	
CSM UPSCALE DISCOUNTING	435	9,917	10,352	8,048	7,615
CHAIN STORE AGE EXECUTIVE	1,546	30,432	31,978	31,954	32,846
CHAIN STORE AGE-GENERAL MERCHANDISE TRENDS	3,042	24,029	27,071	29,557	29,591
CHEMICAL AND ENGINEERING NEWS	127,162		127,162	126,372	126,538
CHEMICAL ENGINEERING	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
CHEMICAL MARKETING REPORTER	15,570		15,570	15,701	15,891
CHEMICAL WEEK	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
CINCINNATI BUSINESS COURIER	7,180		7,180	6,306	5,566

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 12/31/86

PUBLICATION NAME	TOTAL PAID	NON-PAID TO FIELD SERVED	TOTAL PAID & NON-PAID TO FIELD SERVED	TOTAL PAID & NON-PAID TO FIELD SERVED AVERAGES FOR 6 MONTHS ENDED	
				6/30/86	12/31/85
CITY & STATE	3,166	28,138	31,304	31,129	30,658
COAL AGE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
COMMERCIAL WEST	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
COMPUTER + SOFTWARE NEWS		43,511	43,511	42,849	41,563
COMPUTER GRAPHICS TODAY	9,286	21,544	30,830	26,922	23,207
COMPUTER GRAPHICS WORLD	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
COMPUTERWORLD	125,501		125,501	126,252	128,015
CONCRETE CONSTRUCTION	14,413	65,576	79,989	77,428	
CONSTRUCTION BULLETIN	4,990	520	5,510	5,571	5,463
CORPORATE REPORT MINNESOTA	13,772	5,804	19,576	20,672	
COSMETICS & TOILETRIES	2,961		2,961	2,684	2,782
CRAIN'S CHICAGO BUSINESS	42,734	6,611	49,345	48,089	46,681
CRAIN'S CLEVELAND BUSINESS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
CRAIN'S DETROIT BUSINESS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
CRAIN'S NEW YORK BUSINESS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
DALLAS/FORT WORTH BUSINESS JOURNAL	5,068	34,339	39,407	35,555	32,835
DATA COMMUNICATIONS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
DATAMATION		160,100	160,100	160,100	160,100
DECOR	21,435		21,435	21,128	21,009
THE DENVER BUSINESS JOURNAL	3,549	6,080	9,629	13,717	14,129
DIRECT MARKETING MAGAZINE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
DISCOUNT STORE NEWS	25,546	603	26,149	25,824	25,304
DO IT YOURSELF RETAILING	30,563	32,825	63,388	64,432	65,960
DRUG & COSMETIC INDUSTRY	4,760	7,933	12,693	12,568	12,608
DRUG STORE NEWS	40,118	1,897	42,015	41,537	40,548

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 12/31/86

PUBLICATION NAME	TOTAL PAID	NON-PAID TO FIELD SERVED	TOTAL PAID & NON-PAID TO FIELD SERVED	TOTAL PAID & NON-PAID TO FIELD SERVED AVERAGES FOR 6 MONTHS ENDED	
				6/30/86	12/31/85
DUN'S BUSINESS MONTH	6,505	295,000	301,505	301,500	301,500
EDITOR & PUBLISHER-THE FOURTH ESTATE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
ELECTRIC LIGHT & POWER	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
ELECTRICAL CONSTRUCTION & MAINTENANCE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
ELECTRICAL WHOLESALING	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
ELECTRICAL WORLD	7,035	33,535	40,570	39,815	38,623
ELECTRONIC LEARNING	15,794	64,374	80,168	53,974	49,438
ELECTRONIC MEDIA	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
ELECTRONIC NEWS	54,204	34,277	88,481	76,614	65,966
ELECTRONIC SERVICING & TECHNOLOGY	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
EMERGENCY	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
ENERGY USER NEWS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
ENGINEERING & MINING JOURNAL	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
ENGINEERING NEWS-RECORD	99,085		99,085	101,054	101,683
ENGINEERING TIMES	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
THE EXECUTIVE EDUCATOR	14,803		14,803	14,709	14,835
FEEDSTUFFS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
FINANCIAL ANALYSTS JOURNAL	19,341		19,341	19,184	19,686
FE: THE MAGAZINE FOR FINANCIAL EXECUTIVES	17,670		17,670	18,225	18,366
FIRE COMMAND	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
FIRE ENGINEERING	38,300		38,300	39,018	38,139
FIRE JOURNAL	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
FLOOR COVERING WEEKLY	12,180	8,908	21,088	21,243	21,297
FLOORING	5,030	19,436	24,466	23,992	22,571
FOLIO: THE MAGAZINE FOR MAGAZINE MANAGEMENT	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 12/31/86

PUBLICATION NAME	TOTAL PAID	NON-PAID TO FIELD SERVED	TOTAL PAID & NON-PAID TO FIELD SERVED	TOTAL PAID & NON-PAID TO FIELD SERVED AVERAGES FOR 6 MONTHS ENDED	
				6/30/86	12/31/85
FOOD TECHNOLOGY	22,398	2,477	24,875	24,204	24,136
FOOTWEAR MANUFACTURING	1,028	2,327	3,355	3,443	3,495
FOOTWEAR NEWS	21,657		21,657	21,721	22,233
FRAMES	20,461		20,461	20,208	20,117
FUELOIL & OIL HEAT MAGAZINE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
GAS INDUSTRIES		10,441	10,441	10,795	10,464
GEORGIA TREND	17,227	748	17,975	15,732	
GEYER'S OFFICE DEALER	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
GIFTS & DECORATIVE ACCESSORIES	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
GLASS DIGEST	UNDER TEMPORARY SUSPENSION OF SERVICE				
GLASS INDUSTRY	UNDER TEMPORARY SUSPENSION OF SERVICE				
GRAIN AGE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
GREATER PHOENIX BUSINESS JOURNAL	3,189	14,449	17,638	14,661	13,158
GULF COAST OIL WORLD	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
HARDWARE AGE	7,359	63,688	71,047	71,119	71,216
HAWAII BUSINESS	10,051		10,051	9,903	9,939
HIGHWAY & HEAVY CONSTRUCTION	361	71,139	71,500	71,500	71,508
HOUSEWARES	2,933	11,032	13,965	14,201	13,697
HOUSTON BUSINESS JOURNAL	10,788	16,007	26,795	22,798	22,511
HYDROCARBON PROCESSING	-24,783	5,779	30,562	31,405	31,798
IMPLEMENT & TRACTOR	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
INDIANAPOLIS BUSINESS JOURNAL	14,549		14,549	14,192	13,257
INDUSTRIAL DESIGN	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
INDUSTRY WEEK	2,350	326,287	328,637	358,707	350,231
INSURANCE SALES	22,771		22,771	23,722	22,384

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 12/31/86

PUBLICATION NAME	TOTAL PAID	NON-PAID TO FIELD SERVED	TOTAL PAID & NON-PAID TO FIELD SERVED	TOTAL PAID & NON-PAID TO FIELD SERVED AVERAGES FOR 6 MONTHS ENDED	
				6/30/86	12/31/85
INTERIOR DESIGN	56,203		56,203	54,834	54,156
INTERNATIONAL ADVERTISER	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
INTERNATIONAL EYECARE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
INTIMATE FASHION NEWS	4,879		4,879	5,507	
IRON AND STEEL ENGINEER	9,290	1,204	10,494	11,836	11,887
JET CARGO NEWS	31	22,295	22,326	21,366	23,661
THE JEWELERS' CIRCULAR-KEystone	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
THE JOURNAL OF ACCOUNTANCY	286,077		286,077	286,109	279,202
JOURNAL WATER POLLUTION CONTROL FEDERATION	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
KANSAS CITY BUSINESS JOURNAL	14,007		14,007	14,396	14,514
LIBRARY JOURNAL	24,296		24,296	24,356	24,460
LIFE INSURANCE SELLING	43,122		43,122	43,317	43,125
LIGHTWAVE, THE JOURNAL OF FIBER OPTICS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
LP-GAS	5,376	9,781	15,157	15,400	15,496
LOCKSMITH LEDGER	17,597		17,597	17,415	17,918
LOS ANGELES BUSINESS JOURNAL	3,813	45,319	49,132	38,434	38,350
THE MANUFACTURING CONFECTIONER	2,574	633	3,207	3,216	3,293
METAL FINISHING	10,573		10,573	10,526	11,154
MICHIGAN BEVERAGE NEWS	5,588	75	5,663	5,564	5,337
MICHIGAN CONTRACTOR & BUILDER	2,633	336	2,969	3,075	3,047
MICHIGAN ROADS AND CONSTRUCTION	1,378	493	1,871	1,919	1,933
MIDCONTINENT OIL WORLD	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
MILLING & BAKING NEWS	4,361		4,361	4,342	4,285
MODERN PLASTICS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
MODERN SALON	111,769	17,736	129,505	129,500	128,516

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 12/31/86

PUBLICATION NAME	TOTAL PAID	NON-PAID TO FIELD SERVED	TOTAL PAID & NON-PAID TO FIELD SERVED	TOTAL PAID & NON-PAID TO FIELD SERVED AVERAGES FOR 6 MONTHS ENDED	
				6/30/86	12/31/85
MOTOR	125,632		125,632	125,591	125,548
THE MUSIC TRADES	6,420		6,420	6,385	6,392
NATION'S RESTAURANT NEWS	87,201	79	87,280	84,037	82,076
NATIONAL DEFENSE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
NATIONAL HOME CENTER NEWS	4,219	33,695	37,914	35,647	33,959
NHFA'S COMPETITIVEDGE	9,044	14,411	23,455	22,688	20,882
THE NATIONAL LOCKSMITH	13,448		13,448	12,316	11,818
NATIONAL PETROLEUM NEWS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
THE NATIONAL PROVISIONER	9,017		9,017	9,079	9,190
THE NATIONAL UNDERWRITER (LIFE AND HEALTH INSURANCE EDITION)	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
THE NATIONAL UNDERWRITER PROPERTY AND CASUALTY INSURANCE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
NETWORK WORLD		60,877	60,877	62,041	60,073
NEW JERSEY SUCCESS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
NORTHEAST OIL WORLD	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
THE NORTHERN LOGGER AND TIMBER PROCESSOR	12,925		12,925	12,836	12,855
NORTHWESTERN BANKER	3,111	1,219	4,330	4,525	4,580
OIL AND GAS INVESTOR	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
THE OIL AND GAS JOURNAL	54,883		54,883	57,648	59,601
OPTICAL INDEX	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
PACIFIC BUSINESS NEWS	13,108		13,108	12,882	12,405
PACIFIC FISHING	8,730		8,730	8,720	9,317
PACKAGING DIGEST		94,480	94,480	91,870	89,773
THE PACKER	15,150		15,150	15,029	15,046
PAPER SALES	8,629	4,077	12,706	13,015	12,830

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 12/31/86

PUBLICATION NAME	TOTAL PAID	NON-PAID TO FIELD SERVED	TOTAL PAID & NON-PAID TO FIELD SERVED	TOTAL PAID & NON-PAID TO FIELD SERVED AVERAGES FOR 6 MONTHS ENDED	
				6/30/86	12/31/85
PEDIATRICS	41,964		41,964	42,155	41,612
PENNSYLVANIA MEDICINE	UNDER TEMPORARY SUSPENSION OF SERVICE				
PETROLEUM ENGINEER INTERNATIONAL	8,133	29,551	37,684	37,838	37,679
PHILADELPHIA BUSINESS JOURNAL	10,661		10,661	10,301	11,115
PHOTOGRAPHIC TRADE NEWS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
PIPELINE & GAS JOURNAL	5,158	18,823	23,981	24,100	23,908
PITTSBURGH BUSINESS TIMES-JOURNAL	9,140		9,140	8,733	8,765
PLANT ENGINEERING		120,628	120,628	119,077	115,580
PLAYTHINGS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
POLICE PRODUCT NEWS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
THE POULTRY TIMES	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
POWER	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
POWER ENGINEERING	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
PRINT, AMERICA'S GRAPHIC DESIGN MAGAZINE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
PROFESSIONAL BUILDER	6,638	131,085	137,723	135,389	135,839
PROGRESSIVE ARCHITECTURE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
PUBLIC RELATIONS JOURNAL	16,920		16,920	16,500	16,152
PUBLIC UTILITIES FORTNIGHTLY	7,640		7,640	7,457	7,324
PUBLISHERS WEEKLY	35,354		35,354	35,375	36,129
PUGET SOUND BUSINESS JOURNAL	5,105	12,484	17,589	15,376	15,661
RAILWAY AGE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
RAILWAY TRACK AND STRUCTURES	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
REAL ESTATE MAGAZINE		10,238	10,238	10,276	10,392
REEVES JOURNAL, PLUMBING-HEATING-COOLING		20,566	20,566	20,511	20,654
RSC REFRIGERATION SERVICE AND CONTRACTING	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 12/31/86

PUBLICATION NAME	TOTAL PAID	NON-PAID TO FIELD SERVED	TOTAL PAID & NON-PAID TO FIELD SERVED	TOTAL PAID & NON-PAID TO FIELD SERVED AVERAGES FOR 6 MONTHS ENDED	
				6/30/86	12/31/85
RESTAURANTS & INSTITUTIONS		134,253	134,253	133,092	131,036
RISK MANAGEMENT	9,993		9,993	10,027	9,682
ROUGH NOTES	20,828		20,828	21,485	21,904
RUBBER WORLD	4,252	7,321	11,573	11,392	11,042
RURAL ELECTRIFICATION	21,462	982	22,444	22,345	23,334
ST. LOUIS BUSINESS JOURNAL	18,567		18,567	18,834	18,930
SALES AND MARKETING MANAGEMENT	52,566		52,566	51,790	49,614
SAN DIEGO BUSINESS JOURNAL	2,102	16,948	19,050	18,233	15,153
SAN FRANCISCO BUSINESS JOURNAL	3,468	25,930	29,398	27,434	25,147
SAN JOSE BUSINESS JOURNAL SERVING SAN JOSE AND THE SANTA CLARA VALLEY	10,624		10,624	10,367	10,826
SAVINGS INSTITUTIONS	28,018		28,018	27,471	28,555
SCHOLASTIC COACH	28,343	10,678	39,021	37,289	37,580
SCHOOL ARTS	19,131	5,229	24,360	23,453	24,134
SCHOOL LIBRARY JOURNAL	41,249		41,249	40,189	40,893
SCREEN PRINTING MAGAZINE	11,103	725	11,828	11,663	11,544
SCRIPPS HOWARD BUSINESS JOURNALS	45,962	234,502	280,464	253,130	234,025
SEAFOOD BUSINESS	528	14,228	14,756	11,840	11,172
SEED TRADE NEWS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
SEED WORLD	2,789	2,136	4,925	4,077	3,281
SHIPPING DIGEST	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
SIGNS OF THE TIMES	18,171	174	18,345	17,932	17,834
SOAP/COSMETICS/CHEMICAL SPECIALTIES	1,684	14,956	16,640	16,972	16,533
SOLID STATE TECHNOLOGY		36,000	36,000	33,933	33,141
SOUTH FLORIDA BUSINESS JOURNAL	3,404	22,461	25,865	21,036	17,444
SOUTHWEST OIL WORLD	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 12/31/86

PUBLICATION NAME	TOTAL PAID	NON-PAID TO FIELD SERVED	TOTAL PAID & NON-PAID TO FIELD SERVED	TOTAL PAID & NON-PAID TO FIELD SERVED AVERAGES FOR 6 MONTHS ENDED	
				6/30/86	12/31/85
THE STANDARD	4,836		4,836	4,820	4,844
SUPERMARKET NEWS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
THE TAX ADVISER	24,590		24,590	24,368	23,359
T.H.E. JOURNAL: TECHNOLOGICAL HORIZONS IN EDUCATION	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
TELEPHONY	26,937	8,784	35,721	35,194	35,412
TOBACCO INTERNATIONAL	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
TRAFFIC WORLD	10,494		10,494	10,990	11,258
TRANSPORT TOPICS	30,320		30,320	30,861	31,074
THE TRAVEL AGENT	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
TRAVEL TRADE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
TRAVEL WEEKLY	42,252		42,252	42,892	43,044
UNDERWRITERS' REPORT	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
VIDEO MANAGER	709	24,588	25,297	24,551	20,110
VIDEOGRAPHY	3,300	22,505	25,805	25,824	15,452
VISUAL MERCHANDISING + STORE DESIGN	11,626	297	11,923	11,633	11,201
WALLCOVERINGS	3,124	12,477	15,601	15,025	14,741
WASHINGTON BUSINESS JOURNAL	2,785	27,371	30,156	23,906	19,730
WJR (WASHINGTON JOURNALISM REVIEW)	15,920	14,306	30,226	32,642	26,955
WATER & WASTES DIGEST		100,703	100,703	100,321	97,361
THE WATERWAYS JOURNAL	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
WELDING JOURNAL	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
WESTERN BUILDER	4,330		4,330	4,330	4,332
WESTERN OIL WORLD	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
WILSON LIBRARY BULLETIN	13,975		13,975	14,093	13,970
WINES & VINES	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 12/31/86

PUBLICATION NAME	TOTAL PAID	NON-PAID TO FIELD SERVED	TOTAL PAID & NON-PAID TO FIELD SERVED	TOTAL PAID & NON-PAID TO FIELD SERVED AVERAGES FOR 6 MONTHS ENDED	
				6/30/86	12/31/85
WORLD OIL	3,137	37,003	40,140	40,257	40,375
<u>REFERENCE PERIODICALS</u>					
BUSINESS PUBLICATION RATES AND DATA	7,194		7,194	7,388	7,612
COMMUNITY PUBLICATION RATES AND DATA	1,968		1,968	1,992	2,074
CONSUMER MAGAZINE AND AGRI-MEDIA RATES AND DATA	6,031		6,031	6,187	6,384
DATA SOURCES	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
NEWSPAPER RATES AND DATA	6,177		6,177	6,380	6,614
THE POCKET LIST OF RAILROAD OFFICIALS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
SPOT RADIO RATES AND DATA	4,255		4,255	4,368	4,504
SPOT TELEVISION RATES AND DATA	4,342		4,342	4,431	4,508
THOMAS REGISTER OF AMERICAN MANUFACTURERS AND THOMAS REGISTER CATALOG FILE 76TH (1986) EDITION	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
<u>CANADA</u>					
BUSINESS QUARTERLY	8,738	56	8,794	8,638	8,888
CANADIAN TRAVEL PRESS		15,710	15,710	16,482	17,404
CANADIAN UNDERWRITER	7,646		7,646	8,037	8,116
FINANCE	31,207		31,207	26,676	21,456
INFORMATIQUE & BUREAUTIQUE	8,560	15,380	23,940	22,975	21,833
JOURNAL CONSTRUCTO	2,484	4,927	7,411	7,180	6,690
LES AFFAIRES	86,284		86,284	77,922	67,801
MARKETING	10,892		10,892	10,724	10,491
MUNICIPAL WORLD	7,424	2,006	9,430	8,540	8,076
QUEBEC CONSTRUCTION	1,935	2,574	4,509	4,320	4,175

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 12/31/86

PUBLICATION NAME	TOTAL PAID	NON-PAID TO FIELD SERVED	TOTAL PAID & NON-PAID TO FIELD SERVED	TOTAL PAID & NON-PAID TO FIELD SERVED AVERAGES FOR 6 MONTHS ENDED	
				6/30/86	12/31/85
REVUE COMMERCE	34,622		34,622	34,345	33,806
TOURISME+, LE JOURNAL DES VOYAGES	PUBLISHER'S STATEMENT NOT APPROVED FOR RELEASE				

REFERENCE PERIODICALS

CANADIAN ADVERTISING RATES & DATA

PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME

ABC Farm Publications

United States & Canada

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	AVERAGES FOR 6 MOS. ENDED 12/31/86 TOTAL PAID	AVERAGES FOR 6 MOS. ENDED 12/31/85 TOTAL PAID	PUBLICATION NAME	AVERAGES FOR 6 MOS. ENDED 12/31/86 TOTAL PAID	AVERAGES FOR 6 MOS. ENDED 12/31/85 TOTAL PAID
<u>U.S.</u>			OKLAHOMA FARMER-STOCKMAN	58,822	
AMERICAN AGRICULTURIST	52,234	55,525	OKLAHOMA/TEXAS FARMER-STOCKMAN GROUP	186,834	194,022
AMERICAN VEGETABLE GROWER	26,335	25,680	OREGON FARMER-STOCKMAN	17,695	20,358
ARIZONA FARMER-STOCKMAN	2,934	3,147	PENNSYLVANIA FARMER	62,593	62,462
CALIFORNIA FARMER	53,606	56,080	PRAIRIE FARMER	150,240	160,511
THE CATTLEMAN	19,169	20,511	PROGRESSIVE FARMER	527,467	548,905
COLORADO RANCHER AND FARMER	15,270	17,123	SUCCESSFUL FARMING	491,422	506,651
THE DROVERS JOURNAL	47,056	53,218	TEXAS FARMER-STOCKMAN	128,012	
FARM JOURNAL	747,048	845,871	UTAH FARMER-STOCKMAN	6,337	6,761
THE FARMER	120,568	133,690	WALLACES FARMER	80,858	86,716
FARMWEEK	27,244	27,008	WASHINGTON FARMER-STOCKMAN	22,282	24,231
THE FLORIDA CATTLEMAN AND LIVESTOCK JOURNAL	5,898	6,465	WESTERN FARMER-STOCKMAN MAGAZINES	87,270	94,343
HARVEST FARM UNIT	306,629	298,660	WESTERN LIVESTOCK JOURNAL	22,645	
THE HIGH PLAINS JOURNAL	60,315	55,638	WISCONSIN AGRICULTURIST	54,643	57,862
HOARD'S DAIRYMAN	156,915	171,037	WYOMING STOCKMAN-FARMER	2,831	3,372
IDAHO FARMER-STOCKMAN	15,202	15,987			
KANSAS FARMER	47,349	48,923	<u>CANADA</u>		
THE KENTUCKY FARMER	29,191	32,042	CATTLEMEN	39,841	41,354
MICHIGAN FARMER	56,227	57,234	COUNTRY GUIDE	220,105	231,176
MISSOURI RURALIST	58,809	58,485	COUNTRY LIFE IN BRITISH COLUMBIA	P/S NOT FILED BY PRESS TIME	
MONTANA FARMER-STOCKMAN	22,820	23,859	GRAINNEWS	60,876	53,146
THE NATIONAL FUTURE FARMER	422,528	429,362	LA TERRE DE CHEZ NOUS	47,896	48,234
NEBRASKA FARMER	52,221	56,214	LE BULLETIN DES AGRICULTEURS	93,202	105,907
THE OHIO FARMER	81,651	84,048	THE WESTERN PRODUCER	133,127	139,676

Preliminary figures as filed with Audit Bureau of Circulations subject to audit.

	AMERICAN AGRICULTURIST	AMERICAN VEGETABLE GROWER	ARIZONA FARMER- STOCKMAN	CALIFORNIA FARMER
MAINE	2,091	353		
NEW HAMPSHIRE	1,719	124		
VERMONT	2,111	208		
MASSACHUSETTS	2,684	823		
RHODE ISLAND	363	109		
CONNECTICUT	2,268	437		
NEW ENGLAND	11,236	2,054		
NEW YORK	31,680	1,963		
NEW JERSEY	3,575	979		
PENNSYLVANIA	4,075	2,109		
MIDDLE ATLANTIC	39,330	5,051		
OHIO		1,529		
INDIANA		806		
ILLINOIS		927		
MICHIGAN		1,292		
WISCONSIN		677		
EAST NO. CENTRAL		5,231		
MINNESOTA		499		
IOWA		425		
MISSOURI		460		
NORTH DAKOTA		62	7	
SOUTH DAKOTA		47	9	
NEBRASKA		160		
KANSAS		304		
WEST NO. CENTRAL		1,957		
DELAWARE		133	16	
MARYLAND		599		
DISTRICT OF COLUMBIA		40		
VIRGINIA		620		
WEST VIRGINIA		204		
NORTH CAROLINA		865		
SOUTH CAROLINA		233		
GEORGIA		333		
FLORIDA		551		
SOUTH ATLANTIC		3,578		
KENTUCKY		486		
TENNESSEE		464		
ALABAMA		212		
MISSISSIPPI		262		
EAST SO. CENTRAL		1,424		
ARKANSAS		195		
LOUISIANA		217		
OKLAHOMA		246		
TEXAS		581		
WEST SO. CENTRAL		1,239		
MONTANA		85	23	
IDAHO		124	6	
WYOMING		15	2	
COLORADO		195	23	
NEW MEXICO		86	61	
ARIZONA		122	1,944	397
UTAH		94	12	
NEVADA		19	11	973
MOUNTAIN		740	2,082	1,370
ALASKA		61	1	16
WASHINGTON		348	13	
OREGON		285	10	273
CALIFORNIA		1,043	290	51,827
HAWAII		244	1	84
PACIFIC		1,981	315	52,200
MISCELLANEOUS	629			
UNCLASSIFIED			511	906
UNITED STATES	51,195	23,255	2,924	54,476
POSSESSIONS & OTHER AREAS		81		5
U. S. & POSSESSIONS, ETC.	51,195	23,336	2,924	54,481
CANADA		733	1	19
FOREIGN	44	971	5	57
UNCLASSIFIED				
MILITARY OR CIVILIAN				
PERSONNEL OVERSEAS				
GRAND TOTAL	51,239	25,040	2,930	54,557

	THE CATTLEMAN	COLORADO RANCHER AND FARMER	THE DROVERS JOURNAL	FARM JOURNAL
MAINE	2		87	1,682
NEW HAMPSHIRE			38	826
VERMONT			40	1,843
MASSACHUSETTS	3		89	1,463
RHODE ISLAND			24	194
CONNECTICUT	5		99	1,593
NEW ENGLAND	10		377	7,881
NEW YORK	16		606	16,647
NEW JERSEY	11		125	2,578
PENNSYLVANIA	11		771	24,472
MIDDLE ATLANTIC	38		1,582	43,897
OHIO	20		2,289	39,155
INDIANA	24		2,347	38,278
ILLINOIS	67		4,338	61,157
MICHIGAN	14		1,049	24,884
WISCONSIN	19		1,087	31,579
EAST NO. CENTRAL	144		11,110	195,053
MINNESOTA	12		1,298	47,413
IOWA	26		3,115	68,250
MISSOURI	94		4,304	36,426
NORTH DAKOTA	9		468	17,277
SOUTH DAKOTA	11		844	19,377
NEBRASKA	23	107	1,468	39,128
KANSAS	85	375	1,789	37,907
WEST NO. CENTRAL	260	482	13,286	265,778
DELAWARE			32	1,468
MARYLAND	9		232	5,297
DISTRICT OF COLUMBIA	9		39	86
VIRGINIA	37		1,120	10,535
WEST VIRGINIA	3		616	3,830
NORTH CAROLINA	27		657	17,533
SOUTH CAROLINA	23		279	5,129
GEORGIA	32		927	11,600
FLORIDA	87		553	4,545
SOUTH ATLANTIC	227		4,455	80,023
KENTUCKY	14		1,895	11,988
TENNESSEE	42		1,691	12,969
ALABAMA	48		745	8,043
MISSISSIPPI	49		466	6,487
EAST SO. CENTRAL	153		4,787	39,487
ARKANSAS	107		1,085	8,232
LOUISIANA	176		454	4,643
OKLAHOMA	908		1,761	14,568
TEXAS	15,935		2,976	24,143
WEST SO. CENTRAL	17,128		6,278	51,588
MONTANA	18		427	11,343
IDAHO	6		377	9,083
WYOMING	21	328	372	3,576
COLORADO	57	13,456	891	11,247
NEW MEXICO	157	101	365	2,105
ARIZONA	75		251	1,956
UTAH	9		247	2,503
NEVADA	2		101	703
MOUNTAIN	345	13,885	3,631	42,516
ALASKA	2		28	180
WASHINGTON	23		390	9,895
OREGON	16		421	7,433
CALIFORNIA	86		809	13,757
HAWAII	15		28	130
PACIFIC	142		1,876	31,395
MISCELLANEOUS		409		
UNCLASSIFIED				
UNITED STATES	18,445	14,776	46,510	737,138
POSSESSIONS & OTHER AREAS	9		5	14
U. S. & POSSESSIONS, ETC.	18,454	14,776	46,515	737,150
CANADA	39	6	153	174
FOREIGN	425	3	12	291
UNCLASSIFIED				
MILITARY OR CIVILIAN PERSONNEL OVERSEAS	2		11	60
GRAND TOTAL	18,920	14,785	46,891	737,875

	THE FARMER	FARMWEEK	THE FLORIDA CATTLEMAN AND LIVESTOCK JOURNAL	HARVEST FARM UNIT
MAINE				
NEW HAMPSHIRE		2		
VERMONT		1		
MASSACHUSETTS		5	2	
RHODE ISLAND		1		
CONNECTICUT		5	1	
NEW ENGLAND		14	3	
NEW YORK		30	6	
NEW JERSEY		5	6	2,592
PENNSYLVANIA		57	6	51,159
MIDDLE ATLANTIC		92	18	53,751
OHIO		4,953	8	81,554
INDIANA		19,265	4	
ILLINOIS		249	7	
MICHIGAN		79	2	56,313
WISCONSIN	257	24	3	
EAST NO. CENTRAL	257	24,570	24	137,867
MINNESOTA	71,918	10	2	
IOWA	242	20	1	
MISSOURI		30	8	59,857
NORTH DAKOTA	25,276	2		
SOUTH DAKOTA	20,314	2	1	
NEBRASKA		3	1	
KANSAS		8		47,191
WEST NO. CENTRAL	117,750	75	13	107,048
DELAWARE		1		756
MARYLAND		7	4	5,260
DISTRICT OF COLUMBIA		2	1	
VIRGINIA		26	18	
WEST VIRGINIA		37	1	2,934
NORTH CAROLINA		22	8	
SOUTH CAROLINA		3	16	
GEORGIA		12	99	
FLORIDA		85	5,466	
SOUTH ATLANTIC		195	5,613	8,950
KENTUCKY		1,827	6	
TENNESSEE		421	24	
ALABAMA		17	38	
MISSISSIPPI		3	6	
EAST SO. CENTRAL		2,268	74	
ARKANSAS		7	2	
LOUISIANA		1	8	
OKLAHOMA		2		
TEXAS		19	17	
WEST SO. CENTRAL		29	27	
MONTANA	214	1		
IDAHO			1	
WYOMING		1	1	
COLORADO		4	1	
NEW MEXICO			2	
ARIZONA		5	2	
UTAH		2	1	
NEVADA				
MOUNTAIN	214	13	8	
ALASKA		1		
WASHINGTON		1		
OREGON		1		
CALIFORNIA		12	7	
HAWAII			4	
PACIFIC		15	11	
MISCELLANEOUS				
UNCLASSIFIED	978			3,986
UNITED STATES	119,199	27,271	5,791	311,602
POSSESSIONS & OTHER AREAS			10	
U. S. & POSSESSIONS, ETC.	119,199	27,271	5,801	311,602
CANADA	43	2	1	4
FOREIGN			19	
UNCLASSIFIED				
MILITARY OR CIVILIAN				
PERSONNEL OVERSEAS	4			12
GRAND TOTAL	119,240	27,273	5,821	311,618

Preliminary figures as filed with Audit Bureau of Circulations subject to audit.

	THE HIGH PLAINS JOURNAL	HOARD'S DAIRYMAN	IDAHO FARMER- STOCKMAN	KANSAS FARMER
MAINE	2	895		
NEW HAMPSHIRE	2	678		
VERMONT		2,503		
MASSACHUSETTS	2	1,090		
RHODE ISLAND		128		
CONNECTICUT	10	1,033		
NEW ENGLAND	18	8,327		
NEW YORK	35	13,844		
NEW JERSEY	13	757		
PENNSYLVANIA	43	11,394		
MIDDLE ATLANTIC	91	25,995		
OHIO	37	7,334		
INDIANA	44	4,084		
ILLINOIS	129	4,329		
MICHIGAN	20	7,108		
WISCONSIN	39	28,106		
EAST NO. CENTRAL	269	58,961		
MINNESOTA	114	12,564		
IOWA	352	5,160		
MISSOURI	2,437	4,336		
NORTH DAKOTA	168	1,037		
SOUTH DAKOTA	475	1,441	1	
NEBRASKA	9,333	1,715		
KANSAS	24,870	2,599		47,191
WEST NO. CENTRAL	37,749	28,852	1	47,191
DELAWARE	4	162		
MARYLAND	5	1,959		
DISTRICT OF COLUMBIA	8	76		
VIRGINIA	25	2,348		
WEST VIRGINIA	6	503		
NORTH CAROLINA	22	1,610		
SOUTH CAROLINA	11	523		
GEORGIA	21	1,225		
FLORIDA	24	1,071		
SOUTH ATLANTIC	128	9,477		
KENTUCKY	24	4,072		
TENNESSEE	28	2,924		
ALABAMA	16	566		
MISSISSIPPI	32	953		
EAST SO. CENTRAL	190	8,515		
ARKANSAS	129	1,471		
LOUISIANA	26	713		
OKLAHOMA	9,303	1,466		
TEXAS	4,853	3,135		
WEST SO. CENTRAL	14,311	8,785		
MONTANA	107	330	113	
IDAHO	58	983	14,144	
WYOMING	291	109	41	
COLORADO	6,341	735		
NEW MEXICO	419	260		
ARIZONA	113	334	25	
UTAH	42	531	103	
NEVADA	19	107	93	
MOUNTAIN	7,399	3,389	14,519	
ALASKA	12	94	9	
WASHINGTON	43	2,096	116	
OREGON	42	909	162	
CALIFORNIA	169	2,981		
HAWAII	1	43		
PACIFIC	267	6,123	397	
MISCELLANEOUS				
UNCLASSIFIED			145	909
UNITED STATES	89,319	146,424	14,972	48,100
POSSESSIONS & OTHER AREAS		206		
U. S. & POSSESSIONS, ETC.	89,319	146,630	14,972	48,100
CANADA	45	5,720	2	
FOREIGN	10	2,297	1	
UNCLASSIFIED				
MILITARY OR CIVILIAN				
PERSONNEL OVERSEAS		55		2
GRAND TOTAL	89,374	154,782	14,975	48,102

	THE KENTUCKY FARMER	MICHIGAN FARMER	MISSOURI RURALIST	MONTANA FARMER- STOCKMAN
MAINE				
NEW HAMPSHIRE				
VERMONT				
MASSACHUSETTS				
RHODE ISLAND				
CONNECTICUT				
NEW ENGLAND				
NEW YORK	18			
NEW JERSEY				
PENNSYLVANIA	6			
MIDDLE ATLANTIC	24			
OHIO	235			
INDIANA	206			
ILLINOIS	61			
MICHIGAN	29	56,313		
WISCONSIN	5			
EAST NO. CENTRAL	538	56,313		
MINNESOTA	7			
IOWA	7			
MISSOURI	55		59,857	
NORTH DAKOTA	1			74
SOUTH DAKOTA	1			41
NEBRASKA	1			
KANSAS	1			
WEST NO. CENTRAL	73		59,857	115
DELAWARE	1			
MARYLAND	13			
DISTRICT OF COLUMBIA	3			
VIRGINIA	48			
WEST VIRGINIA	34			
NORTH CAROLINA	42			
SOUTH CAROLINA	17			
GEORGIA	13			
FLORIDA	63			
SOUTH ATLANTIC	234			
KENTUCKY	28,122			
TENNESSEE	186			
ALABAMA	14			
MISSISSIPPI	1			
EAST SO. CENTRAL	28,323			
ARKANSAS	8			
LOUISIANA	3			
OKLAHOMA	2			
TEXAS	25			
WEST SO. CENTRAL	36			
MONTANA	3			20,363
IDAHO				83
WYOMING	1			1,320
COLORADO	9			
NEW MEXICO	1			
ARIZONA	7			52
UTAH	1			16
NEVADA	2			22
MOUNTAIN	24			21,958
ALASKA	2			17
WASHINGTON	2			180
OREGON	2			75
CALIFORNIA	13			
HAWAII	1			2
PACIFIC	20			274
MISCELLANEOUS				
UNCLASSIFIED		516	828	280
UNITED STATES	29,272	56,929	60,685	22,527
POSSESSIONS & OTHER AREAS				
U. S. & POSSESSIONS, ETC.	29,272	56,929	60,685	22,527
CANADA	42	3	1	14
FOREIGN				2
UNCLASSIFIED				
MILITARY OR CIVILIAN				
PERSONNEL OVERSEAS		1	4	
GRAND TOTAL	29,314	56,933	60,690	22,543

	THE NATIONAL FUTURE FARMER	NEBRASKA FARMER	THE OHIO FARMER	OKLAHOMA FARMER- STOCKMAN
MAINE	268			
NEW HAMPSHIRE	789			
VERMONT	742			
MASSACHUSETTS	994			
RHODE ISLAND	312			
CONNECTICUT	1,824			
NEW ENGLAND	4,929			
NEW YORK	6,317			
NEW JERSEY	1,779			
PENNSYLVANIA	10,814			
MIDDLE ATLANTIC	18,910			
OHIO	15,657		81,554	
INDIANA	9,974			
ILLINOIS	14,407			
MICHIGAN	5,294			
WISCONSIN	17,901			
EAST NO. CENTRAL	63,233		81,554	
MINNESOTA	12,390			
IOWA	12,625	103		
MISSOURI	8,050			
NORTH DAKOTA	4,720			
SOUTH DAKOTA	3,405	191		
NEBRASKA	6,274	49,432		
KANSAS	6,244	498		
WEST NO. CENTRAL	53,708	50,224		
DELAWARE	478			
MARYLAND	2,331			
DISTRICT OF COLUMBIA	213			
VIRGINIA	12,750			
WEST VIRGINIA	6,013			
NORTH CAROLINA	15,419			
SOUTH CAROLINA	4,182			
GEORGIA	10,956			
FLORIDA	11,927			
SOUTH ATLANTIC	64,249			
KENTUCKY	11,176			
TENNESSEE	13,366			
ALABAMA	21,114			
MISSISSIPPI	9,529			
EAST SO. CENTRAL	55,185			
ARKANSAS	12,350			190
LOUISIANA	9,890			
OKLAHOMA	16,575			55,296
TEXAS	47,603			
WEST SO. CENTRAL	88,418			55,486
MONTANA	1,614			
IDAHO	2,987			
WYOMING	1,517	66		
COLORADO	2,740	547		
NEW MEXICO	1,791			
ARIZONA	2,930			
UTAH	3,763			
NEVADA	556			
MOUNTAIN	17,898	613		
ALASKA	145			
WASHINGTON	5,795			
OREGON	3,614			
CALIFORNIA	26,303			
HAWAII	542			
PACIFIC	26,399			
MISCELLANEOUS		605		1,397
UNCLASSIFIED			1,093	
UNITED STATES	400,929	51,442	82,647	56,883
POSSESSIONS & OTHER AREAS	1,519			
U. S. & POSSESSIONS, ETC.	402,448	51,442	82,647	56,883
CANADA	3	3		1
FOREIGN	33	10		3
UNCLASSIFIED				
MILITARY OR CIVILIAN				
PERSONNEL OVERSEAS		2	5	
GRAND TOTAL	402,484	51,457	82,652	56,887

	OKLAHOMA/TEXAS FARMER- STOCKMAN GROUP	OREGON FARMER- STOCKMAN	PENNSYLVANIA FARMER	PRAIRIE FARMER
MAINE				3
NEW HAMPSHIRE				4
VERMONT				2
MASSACHUSETTS				11
RHODE ISLAND				1
CONNECTICUT				11
NEW ENGLAND				32
NEW YORK				85
NEW JERSEY			2,592	44
PENNSYLVANIA			51,159	136
MIDDLE ATLANTIC			53,751	265
OHIO				1,241
INDIANA				61,153
ILLINOIS				84,702
MICHIGAN				1,193
WISCONSIN				827
EAST NO. CENTRAL				149,116
MINNESOTA				90
IOWA				182
MISSOURI				806
NORTH DAKOTA				7
SOUTH DAKOTA				10
NEBRASKA				20
KANSAS				38
WEST NO. CENTRAL				1,153
DELAWARE			756	5
MARYLAND			5,260	27
DISTRICT OF COLUMBIA				13
VIRGINIA				63
WEST VIRGINIA			2,934	7
NORTH CAROLINA				40
SOUTH CAROLINA				19
GEORGIA				32
FLORIDA				464
SOUTH ATLANTIC			8,950	670
KENTUCKY				910
TENNESSEE				168
ALABAMA				37
MISSISSIPPI				21
EAST SO. CENTRAL				1,136
ARKANSAS	190			42
LOUISIANA	93			13
OKLAHOMA	55,296			34
TEXAS	123,675			117
WEST SO. CENTRAL	179,254			206
MONTANA		23		7
IDAHO		42		6
WYOMING		3		8
COLORADO				62
NEW MEXICO	1,370			19
ARIZONA		11		117
UTAH		6		9
NEVADA		45		10
MOUNTAIN	1,370	130		238
ALASKA		10		5
WASHINGTON		130		26
OREGON		16,752		6
CALIFORNIA				135
HAWAII				3
PACIFIC		16,892		175
MISCELLANEOUS	2,421			
UNCLASSIFIED		181	540	8
UNITED STATES	183,045	17,203	63,241	152,999
POSSESSIONS & OTHER AREAS				
U. S. & POSSESSIONS, ETC.	183,045	17,203	63,241	152,999
CANADA	2			41
FOREIGN	12	2		
UNCLASSIFIED				
MILITARY OR CIVILIAN				
PERSONNEL OVERSEAS				
GRAND TOTAL	183,059	17,205	63,241	153,040

Preliminary figures as filed with Audit Bureau of Circulations subject to audit.

	PROGRESSIVE FARMER	SUCCESSFUL FARMING	TEXAS FARMER- STOCKMAN	UTAH FARMER- STOCKMAN
MAINE		199		
NEW HAMPSHIRE		122		
VERMONT		533		
MASSACHUSETTS		295		
RHODE ISLAND		42		
CONNECTICUT		285		
NEW ENGLAND		1,476		
NEW YORK		10,312		
NEW JERSEY		764		
PENNSYLVANIA		11,548		
MIDDLE ATLANTIC		22,624		
OHIO	9,262	28,924		
INDIANA	8,109	34,269		
ILLINOIS	11,104	62,111		
MICHIGAN	1,008	19,922		
WISCONSIN	1,110	32,109		
EAST NO. CENTRAL	30,593	177,335		
MINNESOTA	538	51,297		
IOWA	5,260	60,740		
MISSOURI	15,778	32,867		
NORTH DAKOTA		24,122		
SOUTH DAKOTA		23,401		
NEBRASKA	893	31,168		
KANSAS	8,968	27,002		
WEST NO. CENTRAL	31,437	250,597		
DELAWARE	1,577	113		
MARYLAND	7,439	331		
DISTRICT OF COLUMBIA	69	52		
VIRGINIA	27,689	532		
WEST VIRGINIA	8,641	105		
NORTH CAROLINA	47,883	418		
SOUTH CAROLINA	17,224	183		
GEORGIA	32,642	324		
FLORIDA	18,208	707		
SOUTH ATLANTIC	161,372	2,765		
KENTUCKY	29,237	809		
TENNESSEE	36,653	658		
ALABAMA	33,732	363		
MISSISSIPPI	27,759	206		
EAST SO. CENTRAL	127,381	2,036		
ARKANSAS	27,649	455		
LOUISIANA	20,630	174	93	
OKLAHOMA	27,010	847		
TEXAS	89,746	1,475	123,875	
WEST SO. CENTRAL	165,035	2,951	123,768	
MONTANA		7,066		9
IDAHO		3,574		17
WYOMING		2,365		177
COLORADO	806	7,605		
NEW MEXICO	4,092	268	1,370	
ARIZONA	2,738	711		17
UTAH		499		5,919
NEVADA		208		145
MOUNTAIN	7,636	22,296	1,370	6,284
ALASKA	40	121		
WASHINGTON		3,735		7
OREGON		3,259		7
CALIFORNIA	950	2,116		
HAWAII	17	63		
PACIFIC	1,007	9,294		14
MISCELLANEOUS	1,114		1,024	
UNCLASSIFIED				63
UNITED STATES	525,575	491,374	126,162	6,361
POSSESSIONS & OTHER AREAS	9	8		
U. S. & POSSESSIONS, ETC.	525,584	491,382	126,162	6,361
CANADA	36	289	1	2
FOREIGN	238	271	9	
UNCLASSIFIED				
MILITARY OR CIVILIAN				
PERSONNEL OVERSEAS	110	47		
GRAND TOTAL	525,968	491,989	126,172	6,363

Preliminary figures as filed with Audit Bureau of Circulations subject to audit.

	WALLACES FARMER	WASHINGTON FARMER- STOCKMAN	WESTERN FARMER- STOCKMAN MAGAZINES	WESTERN LIVESTOCK JOURNAL
MAINE				12
NEW HAMPSHIRE	3			7
VERMONT	1			2
MASSACHUSETTS	8			21
RHODE ISLAND	1			
CONNECTICUT	8			16
NEW ENGLAND	21			58
NEW YORK	32			36
NEW JERSEY	22			10
PENNSYLVANIA	40			30
MIDDLE ATLANTIC	94			76
OHIO	62			64
INDIANA	45			51
ILLINOIS	608			173
MICHIGAN	54			37
WISCONSIN	119			49
EAST NO. CENTRAL	888			374
MINNESOTA	1,593			98
IOWA	87,170			240
MISSOURI	1,028			256
NORTH DAKOTA	18	3	84	237
SOUTH DAKOTA	324		51	435
NEBRASKA	607			826
KANSAS	173			897
WEST NO. CENTRAL	90,913	3	135	2,989
DELAWARE	2			3
MARYLAND	31			22
DISTRICT OF COLUMBIA	8			10
VIRGINIA	26			39
WEST VIRGINIA	3			3
NORTH CAROLINA	22			41
SOUTH CAROLINA	5			14
GEORGIA	21			36
FLORIDA	107			75
SOUTH ATLANTIC	225			243
KENTUCKY	18			30
TENNESSEE	23			49
ALABAMA	10			25
MISSISSIPPI	6			16
EAST SO. CENTRAL	57			120
ARKANSAS	54			138
LOUISIANA	7			80
OKLAHOMA	32			1,193
TEXAS	162			1,956
WEST SO. CENTRAL	255			3,367
MONTANA	13	78	20,609	728
IDAHO	6	139	14,431	828
WYOMING	9	5	1,548	627
COLORADO	125		23	1,562
NEW MEXICO	25		61	441
ARIZONA	207	14	2,063	576
UTAH	9	10	6,068	443
NEVADA	12		316	790
MOUNTAIN	406	246	45,119	5,995
ALASKA	8	15	52	21
WASHINGTON	26	21,273	21,719	816
OREGON	29	106	17,132	1,812
CALIFORNIA	221		290	6,561
HAWAII	4		3	25
PACIFIC	288	21,394	39,196	9,235
MISCELLANEOUS				
UNCLASSIFIED	5	149	1,329	
UNITED STATES	93,152	21,792	85,779	22,457
POSSESSIONS & OTHER AREAS				5
U. S. & POSSESSIONS, ETC.	93,152	21,792	85,779	22,462
CANADA	15	5	24	227
FOREIGN		5	15	17
UNCLASSIFIED				
MILITARY OR CIVILIAN PERSONNEL OVERSEAS				
GRAND TOTAL	93,167	21,802	85,818	22,706

Preliminary figures as filed with Audit Bureau of Circulations subject to audit.

	WISCONSIN AGRICULTURIST	WYOMING STOCKMAN- FARMER
MAINE	1	
NEW HAMPSHIRE		
VERMONT	2	
MASSACHUSETTS	2	
RHODE ISLAND		
CONNECTICUT		
NEW ENGLAND	5	
NEW YORK	9	
NEW JERSEY	2	
PENNSYLVANIA	9	
MIDDLE ATLANTIC	20	
OHIO	8	
INDIANA	16	
ILLINOIS	436	
MICHIGAN	156	
WISCONSIN	57,475	
EAST NO. CENTRAL	58,091	
MINNESOTA	169	
IOWA	64	
MISSOURI	23	
NORTH DAKOTA	7	
SOUTH DAKOTA	7	
NEBRASKA	6	
KANSAS	6	
WEST NO. CENTRAL	282	
DELAWARE	1	
MARYLAND	5	
DISTRICT OF COLUMBIA		
VIRGINIA	5	
WEST VIRGINIA	2	
NORTH CAROLINA	6	
SOUTH CAROLINA		
GEORGIA	10	
FLORIDA	49	
SOUTH ATLANTIC	78	
KENTUCKY	4	
TENNESSEE	12	
ALABAMA	1	
MISSISSIPPI		
EAST SO. CENTRAL	17	
ARKANSAS	13	
LOUISIANA	2	
OKLAHOMA	8	
TEXAS	15	
WEST SO. CENTRAL	38	
MONTANA	1	
IDAHO	5	
WYOMING	3	2,480
COLORADO	14	
NEW MEXICO	4	
ARIZONA	39	
UTAH	3	
NEVADA	2	
MOUNTAIN	71	2,480
ALASKA	5	
WASHINGTON	16	
OREGON	7	
CALIFORNIA	37	
HAWAII	2	
PACIFIC	67	
MISCELLANEOUS		
UNCLASSIFIED	3	363
UNITED STATES	58,672	2,843
POSSESSIONS & OTHER AREAS		
U. S. & POSSESSIONS, ETC.	58,672	2,843
CANADA	2	
FOREIGN		
UNCLASSIFIED		
MILITARY OR CIVILIAN		
PERSONNEL OVERSEAS		
GRAND TOTAL	58,674	2,843

Preliminary figures as filed with Audit Bureau of Circulations subject to audit.

	FARM JOURNAL - CROP EDITIONS ONLY			
	CORN MARKET	CORN MARKET- NORTH	CORN MARKET- SOUTH	WHEAT MARKET
MAINE	1,682	1,682		
NEW HAMPSHIRE	826	826		
VERMONT	1,843	1,843		
MASSACHUSETTS	1,463	1,463		
RHODE ISLAND	194	194		
CONNECTICUT	1,593	1,593		
NEW ENGLAND	7,601	7,601		
NEW YORK	16,647	16,647		
NEW JERSEY	2,578	2,578		
PENNSYLVANIA	24,472	24,472		
MIDDLE ATLANTIC	43,697	43,697		
OHIO	39,155	39,155		
INDIANA	38,278	38,278		
ILLINOIS	61,157	61,157		
MICHIGAN	24,884	24,884		
WISCONSIN	31,579	31,579		
EAST NO. CENTRAL	195,053	195,053		
MINNESOTA	47,413	47,413		47,413
IOWA	68,250	68,250		
MISSOURI	36,426	36,426		
NORTH DAKOTA	17,277	17,277		17,277
SOUTH DAKOTA	19,377	19,377		19,377
NEBRASKA	39,128	39,128		39,128
KANSAS	37,907	37,907		37,907
WEST NO. CENTRAL	265,778	265,778		161,102
DELAWARE	1,468	1,468		
MARYLAND	5,297	5,297		
DISTRICT OF COLUMBIA	86	86		
VIRGINIA	10,535		10,535	
WEST VIRGINIA	3,830		3,830	
NORTH CAROLINA	17,533		17,533	
SOUTH CAROLINA	5,129		5,129	
GEORGIA	11,600		11,600	
FLORIDA	4,545		4,545	
SOUTH ATLANTIC	60,023	6,851	53,172	
KENTUCKY	11,988		11,988	
TENNESSEE	12,969		12,969	
ALABAMA	8,043		8,043	
MISSISSIPPI				
EAST SO. CENTRAL	33,000		33,000	
ARKANSAS				
LOUISIANA				14,568
OKLAHOMA				24,143
TEXAS				38,711
WEST SO. CENTRAL				11,343
MONTANA				9,083
IDAHO				3,576
WYOMING				11,247
COLORADO	11,247	11,247		2,105
NEW MEXICO				
ARIZONA				2,503
UTAH				
NEVADA				
MOUNTAIN	11,247	11,247		39,857
ALASKA				180
WASHINGTON				9,895
OREGON				7,433
CALIFORNIA				
HAWAII				17,508
PACIFIC				
MISCELLANEOUS				
UNCLASSIFIED				
UNITED STATES	616,399	530,227	86,172	257,178
POSSESSIONS & OTHER AREAS	14	14		14
U. S. & POSSESSIONS, ETC.	616,413	530,241	86,172	257,192
CANADA	174	174		174
FOREIGN	291	291		291
UNCLASSIFIED				
MILITARY OR CIVILIAN				
PERSONNEL OVERSEAS	60	60		60
GRAND TOTAL	616,938	530,766	86,172	257,717

Preliminary figures as filed with Audit Bureau of Circulations subject to audit.

	FARM JOURNAL - CROP EDITIONS ONLY			
	SOYBEAN MARKET	SOYBEAN MARKET- NORTH	SOYBEAN MARKET- SOUTH	SORGHUM MARKET
MAINE				
NEW HAMPSHIRE				
VERMONT				
MASSACHUSETTS				
RHODE ISLAND				
CONNECTICUT				
NEW ENGLAND				
NEW YORK				
NEW JERSEY	2,578		2,578	
PENNSYLVANIA				
MIDDLE ATLANTIC	2,578		2,578	
OHIO	39,155	39,155		
INDIANA	38,278	38,278		
ILLINOIS	61,157	61,157		
MICHIGAN	24,884	24,884		
WISCONSIN				
EAST NO. CENTRAL	163,474	163,474		
MINNESOTA	47,413	47,413		
IOWA	68,250	68,250		
MISSOURI	36,426	36,426		36,426
NORTH DAKOTA	17,277	17,277		17,277
SOUTH DAKOTA	19,377	19,377		19,377
NEBRASKA	39,128	39,128		39,128
KANSAS	37,907	37,907		37,907
WEST NO. CENTRAL	265,778	265,778		150,115
DELAWARE	1,468		1,468	
MARYLAND	5,297		5,297	
DISTRICT OF COLUMBIA	86		86	
VIRGINIA	10,535		10,535	
WEST VIRGINIA	3,830		3,830	
NORTH CAROLINA	17,533		17,533	
SOUTH CAROLINA	5,129		5,129	
GEORGIA	11,600		11,600	
FLORIDA	4,545		4,545	
SOUTH ATLANTIC	60,023		60,023	
KENTUCKY	11,988		11,988	
TENNESSEE	12,969		12,969	
ALABAMA	8,043		8,043	
MISSISSIPPI	6,487		6,487	6,487
EAST SO. CENTRAL	39,487		39,487	6,487
ARKANSAS	8,232		8,232	8,232
LOUISIANA	4,643		4,643	4,643
OKLAHOMA				14,568
TEXAS				24,143
WEST SO. CENTRAL	12,875		12,875	51,586
MONTANA				
IDAHO				
WYOMING				
COLORADO				11,247
NEW MEXICO				2,105
ARIZONA				
UTAH				
NEVADA				
MOUNTAIN				13,352
ALASKA				
WASHINGTON				
OREGON				
CALIFORNIA				
HAWAII				
PACIFIC				
MISCELLANEOUS				
UNCLASSIFIED				
UNITED STATES	544,215	429,252	114,963	221,540
POSSESSIONS & OTHER AREAS	14	14		
U. S. & POSSESSIONS, ETC.	544,229	429,266	114,963	221,540
CANADA	174	174		
FOREIGN	291	291		
UNCLASSIFIED				
MILITARY OR CIVILIAN				
PERSONNEL OVERSEAS	60	60		
GRAND TOTAL	544,754	429,791	114,963	221,540

Preliminary figures as filed with Audit Bureau of Circulations subject to audit.

	SUCCESSFUL FARMING LIVESTOCK INVOLVEMENT		
	HOG QUALIFIED	BEEF QUALIFIED	DAIRY QUALIFIED
MAINE	47	74	96
NEW HAMPSHIRE	46	59	75
VERMONT	54	150	451
MASSACHUSETTS	81	118	147
RHODE ISLAND	15	24	14
CONNECTICUT	73	109	134
NEW ENGLAND	316	534	917
NEW YORK	2,020	4,117	6,453
NEW JERSEY	148	245	214
PENNSYLVANIA	4,039	7,671	6,502
MIDDLE ATLANTIC	6,207	12,033	13,169
OHIO	11,196	14,858	6,649
INDIANA	14,525	15,954	5,235
ILLINOIS	25,668	31,826	9,114
MICHIGAN	6,067	9,188	6,101
WISCONSIN	12,179	24,243	23,777
EAST NO. CENTRAL	69,635	96,069	50,876
MINNESOTA	23,708	26,861	18,410
IOWA	39,697	38,989	11,324
MISSOURI	19,412	26,403	9,758
NORTH DAKOTA	4,315	10,857	3,061
SOUTH DAKOTA	11,589	15,965	6,308
NEBRASKA	13,867	21,199	3,393
KANSAS	16,535	21,819	8,840
WEST NO. CENTRAL	129,123	162,093	61,094
DELAWARE	44	40	30
MARYLAND	124	167	122
DISTRICT OF COLUMBIA	24	28	20
VIRGINIA	232	343	209
WEST VIRGINIA	64	85	61
NORTH CAROLINA	226	244	187
SOUTH CAROLINA	89	108	68
GEORGIA	152	204	99
FLORIDA	300	370	209
SOUTH ATLANTIC	1,255	1,589	1,005
KENTUCKY	365	509	263
TENNESSEE	345	451	255
ALABAMA	150	242	103
MISSISSIPPI	91	123	65
EAST SO. CENTRAL	951	1,325	586
ARKANSAS	189	264	143
LOUISIANA	65	99	56
OKLAHOMA	292	580	221
TEXAS	702	1,049	536
WEST SO. CENTRAL	1,248	1,992	956
MONTANA	2,178	4,948	762
IDAHO	716	2,368	878
WYOMING	488	1,810	299
COLORADO	2,174	5,198	1,222
NEW MEXICO	77	184	52
ARIZONA	248	378	155
UTAH	99	284	128
NEVADA	55	129	40
MOUNTAIN	6,035	15,299	3,536
ALASKA	44	70	43
WASHINGTON	628	1,905	583
OREGON	664	1,886	606
CALIFORNIA	565	1,013	510
HAWAII	26	24	14
PACIFIC	1,927	4,898	1,756
MISCELLANEOUS			
UNCLASSIFIED			
UNITED STATES	216,697	295,832	133,995
POSSESSIONS & OTHER AREAS			
U. S. & POSSESSIONS, ETC.	216,697	295,832	133,995
CANADA			
FOREIGN			
UNCLASSIFIED			
MILITARY OR CIVILIAN			
PERSONNEL OVERSEAS			
GRAND TOTAL	216,697	295,832	133,995

	HOG	SUCCESSFUL FARMING LIVESTOCK EDITIONS BEEF	DAIRY
MAINE	46	72	94
NEW HAMPSHIRE	45	58	73
VERMONT	52	144	435
MASSACHUSETTS	78	110	141
RHODE ISLAND	14	24	14
CONNECTICUT	71	105	128
NEW ENGLAND	306	513	885
NEW YORK	1,806	3,299	5,274
NEW JERSEY	144	237	204
PENNSYLVANIA	3,678	7,140	5,980
MIDDLE ATLANTIC	5,628	10,675	11,458
OHIO	10,173	13,655	5,926
INDIANA	13,249	14,620	4,874
ILLINOIS	22,404	28,219	8,277
MICHIGAN	5,642	8,569	5,481
WISCONSIN	11,369	22,854	22,104
EAST NO. CENTRAL	82,837	87,917	46,662
MINNESOTA	19,923	22,509	15,350
IOWA	34,807	34,226	10,117
MISSOURI	17,603	24,351	9,046
NORTH DAKOTA	3,458	8,652	2,405
SOUTH DAKOTA	9,096	12,188	5,334
NEBRASKA	11,869	18,262	2,926
KANSAS	15,347	20,004	8,255
WEST NO. CENTRAL	112,103	140,192	53,433
DELAWARE	42	37	29
MARYLAND	118	159	117
DISTRICT OF COLUMBIA	22	24	18
VIRGINIA	225	332	206
WEST VIRGINIA	64	85	60
NORTH CAROLINA	222	235	183
SOUTH CAROLINA	82	99	66
GEORGIA	145	197	95
FLORIDA	193	247	158
SOUTH ATLANTIC	1,113	1,415	932
KENTUCKY	339	479	250
TENNESSEE	327	427	246
ALABAMA	139	228	98
MISSISSIPPI	86	117	62
EAST SO. CENTRAL	891	1,251	656
ARKANSAS	151	218	125
LOUISIANA	59	91	53
OKLAHOMA	241	498	203
TEXAS	612	917	500
WEST SO. CENTRAL	1,063	1,724	881
MONTANA	1,847	3,770	615
IDAHO	675	2,262	827
WYOMING	403	1,495	258
COLORADO	1,762	4,321	1,006
NEW MEXICO	66	155	51
ARIZONA	157	237	115
UTAH	96	276	125
NEVADA	47	116	35
MOUNTAIN	5,053	12,632	3,032
ALASKA	36	57	39
WASHINGTON	542	1,629	524
OREGON	608	1,757	543
CALIFORNIA	514	913	472
HAWAII	26	23	14
PACIFIC	1,726	4,379	1,592
MISCELLANEOUS			
UNCLASSIFIED			
UNITED STATES	190,720	260,699	119,531
POSSESSIONS & OTHER AREAS			
U. S. & POSSESSIONS, ETC.	190,720	260,699	119,531
CANADA			
FOREIGN			
UNCLASSIFIED			
MILITARY OR CIVILIAN			
PERSONNEL OVERSEAS			
GRAND TOTAL	190,720	260,699	119,531

Preliminary figures as filed with Audit Bureau of Circulations subject to audit.

	CATTLEMAN	COUNTRY GUIDE	COUNTRY GUIDE DEMOGRAPHIC EDITIONS ONLY		
			HOG GUIDE	DAIRY GUIDE	CORN-SOY GUIDE
NEWFOUNDLAND	38	433	19	47	
NOVA SCOTIA	471	4,838	309	665	
PRINCE EDWARD ISLAND	169	2,213	387	446	
NEW BRUNSWICK	713	6,674	293	596	
QUEBEC	865	4,631	276	781	4,631
ONTARIO	13,302	67,158	11,755	11,993	67,158
MANITOBA	3,073	23,653	3,090	2,531	
SASKATCHEWAN	6,686	48,775	4,534	3,751	
ALBERTA	11,414	49,622	6,371	4,804	
BRITISH COLUMBIA	2,461	10,632	621	978	
NORTHWEST TERRITORIES	10	112	1		
YUKON TERRITORY	14	68		1	
MISCELLANEOUS					
UNCLASSIFIED					
TOTAL CANADA	39,216	218,809	27,656	26,593	71,789
BRITISH COMMONWEALTH	14	22	3	5	
UNITED STATES	112	143	28	30	
FOREIGN	40	96	19	24	
UNCLASSIFIED			131	184	
MILITARY OR CIVILIAN PERSONNEL OVERSEAS					
GRAND TOTAL	39,382	219,070	27,837	26,836	71,789

	COUNTRY LIFE IN BRITISH COLUMBIA*	GRAINNEWS	LA TERRE DE CHEZ NOUS	LE BULLETIN DES AGRICULTEURS	THE WESTERN PRODUCER
NEWFOUNDLAND		6	1	1	8
NOVA SCOTIA		50	3	4	115
PRINCE EDWARD ISLAND		44	3	3	42
NEW BRUNSWICK		31	266	2,992	133
QUEBEC		88	47,177	84,689	184
ONTARIO		881	627	2,287	2,490
MANITOBA		11,604	22	13	13,072
SASKATCHEWAN		27,929	9	10	71,692
ALBERTA		19,691	29	47	32,849
BRITISH COLUMBIA		1,330	4	9	11,857
NORTHWEST TERRITORIES		13	1	1	78
YUKON TERRITORY		6			101
MISCELLANEOUS					
UNCLASSIFIED		6			
TOTAL CANADA		61,679	48,142	90,056	132,621
BRITISH COMMONWEALTH					23
UNITED STATES		606	26	7	121
FOREIGN		162	57	33	25
UNCLASSIFIED		6			
MILITARY OR CIVILIAN PERSONNEL OVERSEAS					
GRAND TOTAL		62,453	48,225	90,096	132,790

* Publisher's Statement Not Filed By Press Time.

ABC Religious Publications

United States & Canada

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	AVERAGES FOR 6 MONTHS ENDED 12/31/86			AVERAGES FOR 6 MOS. ENDED 12/31/85		% OF INCREASE OR DECREASE
	SUBSCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID	TOTAL PAID		
<u>U.S.</u>						
CATHOLIC NEW YORK	128,734		128,734#	129,220		+0.4
JEWISH EXPONENT	51,457	27	51,484	51,003		+0.9
THE JEWISH NEWS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME					
THE JEWISH WEEK	83,273	774	84,047	86,923@		+3.3
THE LONG ISLAND CATHOLIC	136,697		136,697#	138,384		+1.2
THE TABLET	65,063	24,122	89,185#	89,751		+0.6

RELIGIOUS PUBLICATION USING THE CONGREGATION-WIDE SUBSCRIPTION PLAN



**Audit Bureau
of Circulations**

**900 N. Meacham Road
Schaumburg, IL 60173-4968**

Member Service Offices in:

NEW YORK: 420 LEXINGTON AVENUE,
NEW YORK, NEW YORK 10170

TORONTO: 336 BAY STREET, TORONTO
ONTARIO, CANADA M5H 2R3

• **FAS-FAX Reports on Daily and Weekly Newspapers**

Three companion pieces to this volume are issued each April and October. They provide vital, convenient data on U.S. daily newspapers, Canadian daily newspapers, and weekly newspapers in both countries.

• **Audit Reports and Publisher's Statements**

For more detailed circulation and market information, these individual reports are issued regularly on all ABC publisher members.

• **How to Read an ABC Magazine Publisher's Statement**

How to Read an ABC Business Publication Publisher's Statement

How to Read an ABC Newspaper Audit Report

Presentations, available in both 3/4-inch videotape and printed booklet format, explain the ABC Publisher's Statements, paragraph by paragraph. Booklets are available free upon request. Loan of the tapes is free or copies can be purchased for \$50 each.

• **ABC/Data Bank Services**

Computerized circulation data on over 1,800 daily and weekly newspapers and over 185 leading magazines, business and farm publications are available to provide customized reports to your specifications. Population and household data are also available or you can factor in data of your own or from other sources. Data is available on personal computer diskette, on-line, magnetic tape and in hard-copy, laser-printed reports.

• **Canadian Newspaper Circulation FACTBOOK**

A handy volume, this breaks out circulation facts by individual daily and weekly newspaper, by county or census division, by province or major market, and includes a ranking of newspapers by circulation and markets by households.

• **Daily Newspaper Circulation Rate Book**

This shows single-copy prices, weekly and monthly rates for all ABC-member daily newspapers and takes note of any recent change in price. Prices are shown for daily, Sunday, and daily and Sunday.

• **Blue Books**

Loose-leaf bound volumes, these contain all the Publisher's Statements for publications within a given category.

• **ABC ... What it is ... What it does ... How its services are used**

"This is the ABC," 3/4-inch videotape presentation is an excellent base for personnel training, seminar, and classroom programs for free loan use.

Other Services to Make Your ABC Membership More Valuable

For more information on any of these services, or for a free booklet outlining these and ABC's other services to advertising and publishing, write:

ABC Member Information
900 North Meacham Road
Schaumburg, IL 60173-4968